JUNE 22, 1959 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Other commercials to feel sting of tv code Page 34

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Five more big producers join AM Radio Sales

...all independent, music-news-service stations of the Westinghouse Broadcasting Company, Inc.... each a big sales producer in its market! Call AM for radio that produces in 14 vital markets—including 8 of the top 11. You get marketing know-how, complete spot package plans, fastest service in the business from AM. ***If it's AM...it's in time!***

AM RADIO SALES: New York WMCA / Chicago WIND / Los Angeles KMPC / Detroit WCAR / Boston WBZ+WBZA / San Francisco KSFO / Pittsburgh KDKA Cleveland KYW / Minneapolis WLOL / Portland, Ore. KEX / Phoenix KOOL / Tucson KOLD / Fort Wayne WOWO / (Cincinnati WCKY Midwest / West Coast only)

JULY FIRST
IS THE DAY

. . . and the PEOPLES' COURT OF SMALL CLAIMS has 'em. People by the dozens, from rich man to Indian Chief, in a half-hour of the most fascinating, informative courtroom drama ever presented on Television!

PRODUCED IN HOLLYWOOD this new show combines the quality, know-how and the vast talent pool available only in the nation's film capital. In compelling and powerful true-to-life style the Peoples' Court of Small Claims presents the gamut of emotions.

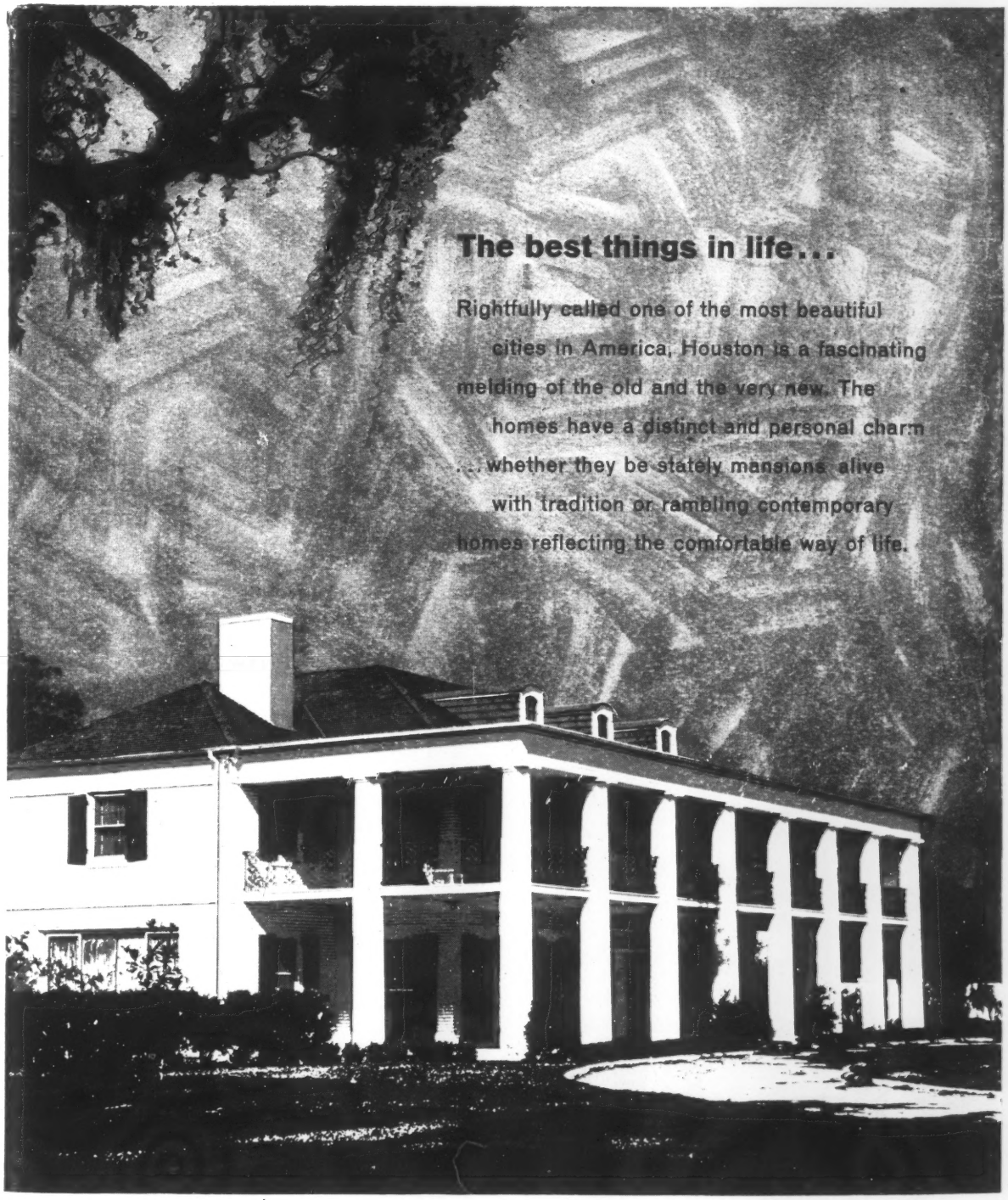
HUMAN INTEREST all the way. From a claim for the death of a parakeet to a typical case of noisy neighbors. From a fender-bender to a damaged front lawn. From the humorous to the sad . . . a typical day in Los Angeles' busiest court. People.

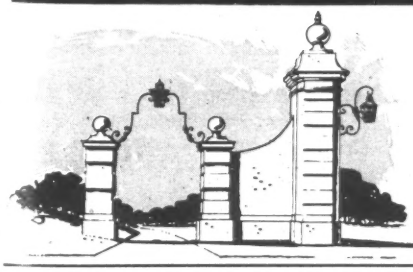
AVAILABLE ON VIDEOTAPE in your market too. It has been a big seller in Los Angeles (as in nine other TV markets) and it can work for you . . . to reach into more homes, to sell more of your products. Because "people are interested in people."

For information, facts and figures—call or write:

Peoples' Court Productions

HENRY FLYNN, GENERAL MANAGER, 1000 NORTH CAHUENGA BOULEVARD, HOLLYWOOD 38, CALIFORNIA, HOllywood 2-7311


The best things in life...
Rightfully called one of the most beautiful cities in America, Houston is a fascinating melding of the old and the very new. The homes have a distinct and personal charm ... whether they be stately mansions alive with tradition or rambling contemporary homes reflecting the comfortable way of life.



Serene and picturesque, the homes in River Oaks stand as the very embodiment of gracious living.

KTRK TV -ABC BASIC

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO.,
500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER,
WILLARD E. WALBRIDGE
COMMERCIAL MANAGER,
BILL BENNETT

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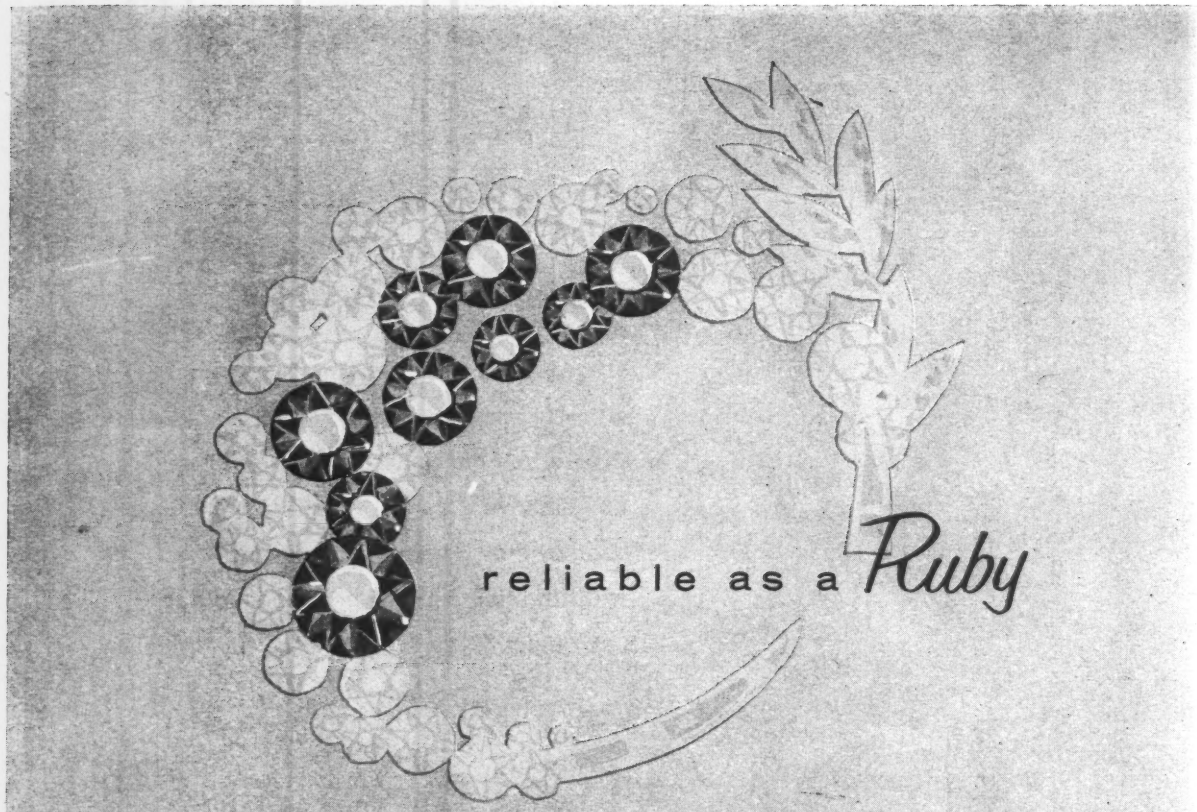

The WGAL-TV AUDIENCE is GREATER THAN the combined audience for ALL OTHER STATIONS in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

STEINMAN STATION • Clair McCollough, Pres.

LANCASTER, PA

Channel 8 • NBC and CBS

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Friend in need • Sen. Vance Hartke (D-Ind.) feels broadcasters so far have let him down in his efforts to obtain broad revisions of Sec. 315, political broadcasting law. All three network witnesses at Senate Communications Subcommittee hearings last week acknowledged they'd settle now for nothing better than exemption of newscasts from equal time provisions (story page 50). After their appearances Sen. Hartke confided that he and other Senators who support his bill think networks have killed all chances at this session for improvements beyond newscast exemption and have all but killed hope for broader corrections in future.

Here's Sen. Hartke's reasoning: There was (may still be) good chance to get strong bill reported out of committee. But there's no chance of strengthening bill after it reaches floor, and good chance of stiff floor fight on whatever bill comes out of committee. Weak network testimony before committee lends strength now to those favoring status quo and can forever be cited in opposition to future attempts at repeal or broad amendment.

Status for radio • Not announced after NAB board's meeting last week were two actions showing how radio membership is gaining strength in association's administrative structure. (1) Board adopted new budget with separate radio fund to match tv's fund. It's figured roughly at general fund, $750,000; radio fund $240,000; tv fund $225,000; tv code $107,000—total of around $1,320,000. With formation of separate Tv Information Committee (story page 116), NAB will donate $75,000 to its operation. New NAB public relations department headed by John Couric will have $60,000 radio and $15,000 tv budget. (2) Radio Board adopted resolution specifying that association meetings should be held only in hotels with radio in every room, subject to present meeting commitments.

McDermott quits • Thomas J. McDermott, senior vice president in charge of tv and radio for Benton & Bowles, New York, who was mentioned as possible successor to Hubbell Robinson Jr. at CBS-TV, tossed bomb-shell at agency last week. Mr. McDermott resigned—not to accept CBS-TV post, but to consider several promising offers from West Coast production companies. Lengthy memo was circulated to B&B executives last Friday (June 19), friendly in tone, disclosing Mr. McDermott's resignation, which will take effect in several weeks. Oliver Barbour, B&B vice president in charge of broadcast programming, is expected to succeed Mr. McDermott.

Wait and see • Despite indication by backers of new Television Information Committee (story page 116) that networks are favorably inclined toward $700,000-or-so nationwide campaign to improve public's image of tv, there's definite sign they won't buy any pie-in-the-sky project. Network representatives have stated privately they won't commit themselves to $65,000 yearly each until they see detailed draft of operating plans, consult list of nine TIC committeemen and find out who will be operating head. Project was formally launched at NAB board meeting last week.

Swing to tape • BBDO, tv's "taping agency" (for past eight months, it's been video-taping nearly all its live commercials), now reports there's trend at agency in direction of tape replacing some film commercials. Among its clients in this category are General Electric, using film exclusively for three years but now producing nearly all commercials for *General Electric Theatre* on tape; Pittsburgh Plate Glass, once heavy film user but now deeply involved in tape commercials "almost to exclusion of film." Not only is GE using tape, BBDO says, but doing commercials like those formerly filmed but at saving of about $2,000 per commercial.

End of era • Though all parties concerned aren't talking, it's virtually certain that RKO Teleradio stations in New York, Boston, Los Angeles, San Francisco and Memphis will defect from Mutual (which Teleradio once owned) when network affiliation agreement ends in August. It is understood that Mutual will not be "caught short" and already has lined up affiliates in those markets if and when disaffiliation develops. Reported to be New York outlet: WINS.

Outlook is that Bob Hurleigh, now senior vice president of Mutual in Washington as well as vice chairman of network, will take over administrative chores now being vacated by executive vice president Blair Walliser (see page 10).

Mr. Hurleigh already spends three days weekly in New York, would continue commuting under new plan.

NBC-TV switch in Norfolk • WAVY-TV Portsmouth-Norfolk (ch. 10) will switch affiliation from ABC to NBC. WVEC-TV Hampton-Norfolk, present NBC-TV affiliate, according to President Tom Chisman, has been offered contract with ABC-TV. Mr. Chisman said NBC had assured him that it would not switch affiliation until WVEC-TV is shifted from its present ch. 15 uhf assignment to ch. 13, earmarked for its use.

Out-foxed • Busy entrepreneur Matty Fox, who is reticent about revealing his plans for exhibiting widely-heralded tapes of Russia's Bolshoi Ballet, may be dismayed by announcement to be made today (Monday). Art Theatre of the Air Inc., New York, subsidiary of Essex Universal Pictures Inc., scheduled to announce deal with Soviet government, under which many hours of cultural film produced in Russia and embracing various art forms, including ballet, will be offered immediately for distribution to tv stations.

Ironic footnote to Soviet-Essex Universal deal: Essex-Universal is headed by millionaire-industrialist Joseph Harris, who was close associate of Mr. Fox for several years in tv film distribution business in early 1950's. Mr. Fox was chief executive officer of Motion Pictures for Television, New York, at that time and Mr. Harris was reportedly chief bankroller and advisor as well as officer of company.

Angel in the wings • New bankroll is hovering just outside precincts of Mutual radio network, may decide to go in for minority interest. He's Albert Gregory McCarthy, businessman whose realty interests range from Anchorage, Alaska, to Shannon, Ireland, with stopovers in Washington, Florida and other points. Mr. McCarthy and Mutual's newest owners, Malcolm Smith group (BROADCASTING, March 30), have been huddling for several weeks.

Bannister waiver • Mandatory retirement at 65 was waived by NBC board in case of Harry Bannister, vice president in charge of station relations. He reached retirement age April 30 but board extended his tenure for another year. Celebrated as raconteur, Mr. Bannister joined NBC eight years ago after 21 years at WWJ Detroit.

THEIR TIME IS YOUR TIME IN DETROIT!

with WJBK-TV's **EARLY SHOW** movie!

Busy day behind them . . . Time to relax. Now's the highlight of their day with a *topflight movie*—WJBK-TV's "Early Show," Monday through Friday, 5:00 to 6:30 PM – begins June 29. Team up with PARAMOUNT, UNITED ARTISTS, SCREEN GEMS, NTA and RKO to tap the 9-billion-dollar sales potential in the nation's fifth market—at a strategically receptive time!

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-8940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit | WJW-TV Cleveland | WSPD-TV Toledo | WAGA-TV Atlanta | WITI-TV Milwaukee

WEEK IN BRIEF

MR. COHEN

Battle of summer tv reruns • There's shallow victory for economy in the present practice of summer tv rehash of winter programs, according to Philip H. Cohen, vice president and radio-tv director, Sullivan, Stauffer, Colwell & Bayles. He suggests possible way out through cooperation of all segments of industry in a new showcase plan for summertime. It's related in this week's MONDAY MEMO. Page **21.**

What broadcasters think of NAB • It's pretty good, but! Independent research firm submits bulky report on what members and non-members think is and isn't wrong with association. Government relations and public relations are main problems that concern members. Page **31.**

Code board gets tough • NAB Tv Board approves report yanking code seal from 13 station subscribers carrying hemorrhoid account. Another 17 stations resign from code structure. Total subscribers now 270 compared to 306 before Preparation H crackdown began. Page **34.**

Relief from Sec. 315 • Broadcasters' hopes for relief from Sec. 315 rise as Senate subcommittee begins hearings; Sen. Pastore indicates amendment is coming but splashes cold water on proposals for broad legislation hoped for. Page **50.**

Commission won't budge • FCC affirms Lar Daly ruling on newscasts; declares it's all or nothing on Sec. 315 in turning down petitions for reconsideration filed by CBS, NBC, Westinghouse Broadcasting Co. and Attorney General William P. Rogers. Page **55.**

New England on the march • A 44-page economic study of modern Yankeeland—the true story of how the oldest part of America is heading the nation's entry into the sophisticated industrial future. Pages **71-114.**

NAB Television Board • Plans for Tv Information Committee, with headquarters in New York, approved. Committee will have $600,000 or more to conduct campaign designed to improve image of television in public mind. Clair R. McCollough, Steinman Stations, submitted plans which received approval of Tv Board. Page **116.**

NAB Radio Board • F.C. Sowell, WLAC Nashville, Tenn., elected chairman, and Thomas C. Bostic, KIMA Yakima, Wash., vice chairman. All-Industry Radio Music Committee commended for its work. Page **118.**

Wire film • British beat jet plane in transmitting short pieces of news film by newly-developed system using Transatlantic telephone cable. Outcome: a rash of interest renewed in international tv transmission. Page **121.**

Pay-tv in Canada by December • Paramount Pictures' controlled Famous Players Canadian Corp. will start a pay-tv system in a Toronto suburb via wire lines later this year as subsidiary International Telemeter Co. sees wire as the immediate economic answer, broadcast systems later. Possibility: 'free' programs on the system during the daytime, supported by commercials for local advertisers. Page **122.**

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THE LANSING* MARKET IS MOVING UP...

and your very best buys to serve it completely are

WILS

with 5000 watts . . . and 190% MORE LISTENERS than the market's No. 2 station (C. E. Hooper)

WILX-TV

NBC • CHANNEL 10 • 316,000 WATTS
WITH STUDIOS IN LANSING
JACKSON
BATTLE CREEK

* Ranked 69th nationally (last year it was 106th) Michigan's capital city market area now boasts

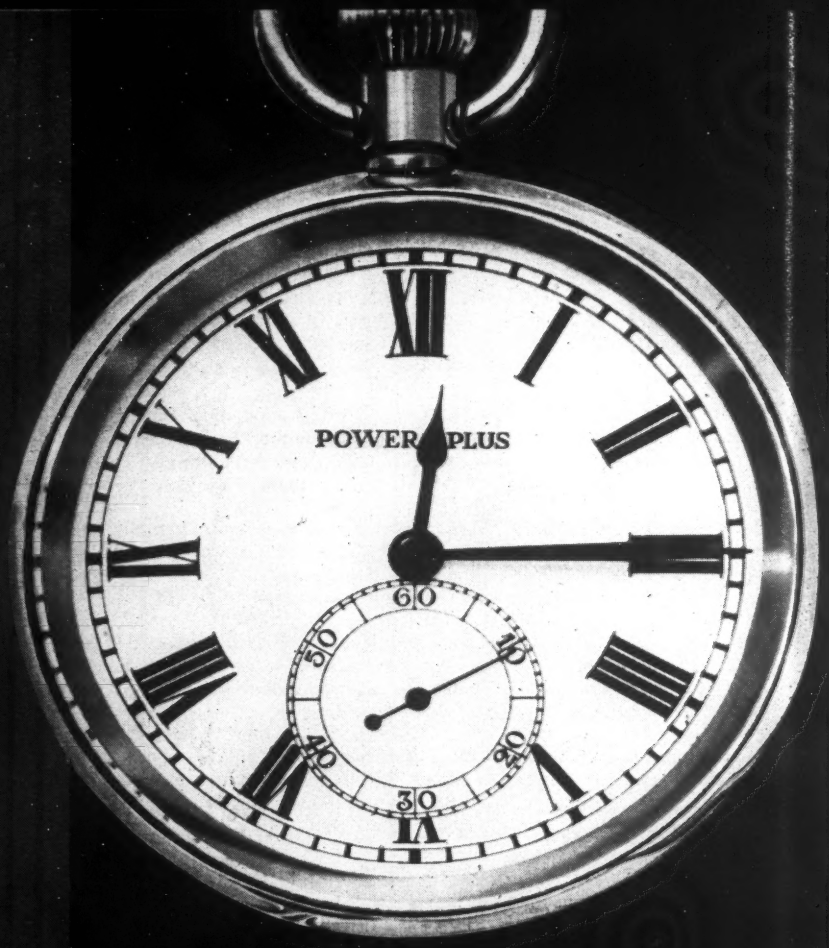
- 313,999 residents
- 91,960 households
- a spendable income of $588,989,000

(SRDS — MAY, 1959)

For information on a sound — and sight — market coverage contact VENARD RINTOUL & McCONNEL, INC.

98

MORE ¼ HOUR WINS THAN ALL OTHER STATIONS COMBINED



The latest Pulse 20-County study of the Greater Washington area shows WTOP leading with 242 quarter-hour wins compared to 143 for the number two station. In fact, all the other stations combined can't equal WTOP's record. The essential ingredient on any schedule: the IMPORTANT station . . .

wtop radio

WASHINGTON, D. C.

A CBS Radio Affiliate • Represented by CBS Radio Spot Sales

operated by

THE WASHINGTON POST BROADCAST DIVISION

WTOP Radio, *Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP-TV, *Channel 9, Washington, D.C.*

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

RADIO MUSIC LICENSE SIGNED

Compromise accord reached with ASCAP

Agreement between radio broadcasters and ASCAP on terms for new music licenses was reached Friday afternoon in chambers of Judge Sylvester J. Ryan of U.S. District Court for Southern District of New York. Matter had been in air since expiration of old licenses Dec. 31, 1958.

New formula calls for reduction in blanket commercial fee from 2.25% of net time sales to 2.125% of net times sales. Sustaining fee was changed as follows: for stations with annual net receipts between $50,000 and $150,000 —from one-quarter hour rate to twice station's 1-minute rate; for stations with annual net receipts above $150,000— from half-hour rate to 2½ times station's 1-minute rate.

Agreement calls for combined blanket sustaining commercial license and combined program sustaining commercial license, giving broadcaster choice of one or other. Terms of latter category were not announced. New licenses are for five years retroactive to Jan. 1, 1959.

Representing All-Industry Radio Music License Committee, negotiating for stations: Chairman Robert T. Mason, WMRN Marion, Ohio; George W. Armstrong, Storz Stations; Sherwood J. Tarlow, Tarlow Stations; Emanuel Dannett, counsel to committee, and William Golub, associate counsel.

For ASCAP: Judge Ferdinand Pecora, Herman Finkelstein, David Horowitz and Jules Collins.

Agreement would seem to represent compromise between ASCAP and industry positions. Mr. Mason had indicated stations would seek reduction in commercial fee (which they got) and elimination of sustaining fee (which they didn't). Rate issue had gone to court under provisions of 1950 ASCAP consent decree, which provides that if acceptable formula could not be reached within 60 days of expiration of old contracts, matter could be taken to court for settlement. ASCAP initiated move late in January.

NAB: repeal Sec. 315; commend Martin role

NAB Board of Directors stuck by its historic stand for repeal of Sec. 315 of Communications Act at joint board meeting Friday (June 19) but instructed NAB staff to support pending legislation which seeks to remedy some of section's defects (early stories pages 50 and 55).

Board instructed special committee to negotiate contract renewal with President Harold E. Fellows, whose term expires June 1, 1960. In accordance with Mr. Fellows' request, contract will be for 13 months (June 1, 1960-June 30, 1961 or following June 1961 board meeting). It calls for $75-000 yearly, his present salary, and expenses up to $13,000. Board resolution voiced hope Mr. Fellows will remain in presidency until his retirement in 1964 when he will be 65.

High commendation was given Donald N. Martin, who has resigned as public relations assistant to President Fellows after 2½ years service to operate his own public relations firm. G. Richard Shafto, WIS-TV Columbia S.C., Tv Board chairman, introduced resolution which was seconded by E. J. DeGray, ABC Radio vice president.

John Couric, NAB news-publications head, was promoted to manager of public relations department. He had been with UPI for a decade, joining NAB in 1957 as chief writer.

Va. group elects

Resolutions urging repeal or drastic modification of Sec. 315, equal time provision of Communications Act, and for repeal of Canon 35, barring radio-tv from court room coverage, were unanimously adopted by Virginia Assn. of Broadcasters at its business meeting Friday at Irvington, Va. Tom Chisman, WVEC-AM-TV Hampton-Norfolk, was elected president for new year with Robert C. Walker, WCHV Charlottesville, elected vice president and N. Wilbur Kidde, WAYB Waynesboro, elected secretary-treasurer. Directors for ensuing year, in addition to outgoing president Milton B. Henson, WREL Lexington, are Hamilton Shea, WSVA-AM-TV Harrisonburg; Charles Blackley, WTON Staunton; E. S. Whitlock, WRNL Richmond; C. T. Lucy, WRVA Richmond and Carl Lindberg, WPIK Alexandria (earlier story, page 60).

Sec. 315 hill hearing still drawing blood

Short but loud outburst between Lar (America First Daly and Sen. John Pastore (D-R.I.) and repeated clashes over how broad equal time amendments can get through Congress highlighted Friday (June 19) hearings by Senate Commerce Communications Subcommittee on Sec. 315 of Communications Act.

NBC Board Chairman Robert Sarnoff (see earlier story, page 50) and ABC Vice President John Daly both urged Congress to act immediately to repeal "the gag" on political news placed on broadcasters by the FCC-Lar Daly decision. Both said broader amendments to Sec. 315 were needed but industry could live with lesser relief in time for 1960 campaigns.

Sen. Pastore, chairman of subcommittee, maintained that this is all broadcasters can hope for from this session of Congress. Sen. Vance Hartke (D-Ind.), author of S 1858, also granting broadcasters relief from libel and defining qualified candidates, questioned witnessess at length on his proposals.

Mr. Sarnoff said NBC would be "most grateful" with reversal of Lar Daly decision that candidates must be given equal time on news shows but that network would not be content with just this. Sen. Pastore asked both network executives for comment on FCC proposal (see page 50), which he indicated frequently is favored plan. He said he will call FCC, Justice and networks back before Committee to definitely spell out just what types of news, panel, interview, special event and discussion shows would be exempted from equal time under amendment, proposed by Comr. Frederick Ford.

ABC's Daly said that "first of all, I want to assure that next year we can operate as a news media." ABC is concerned, he said, lest push for broader amendments of Sec. 315 delay action on limited change sought.

Lar Daly, perennial political candidate whose race for mayor of Chicago started current furor, started smaller

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

furor when his turn came to testify. Called shortly after 12:30 p.m., Lar Daly shouted from rear of room for recess until 2 p.m. because he planned to speak "four hours." Witness and chairman shouted back and forth for several minutes with Sen. Pastore saying "nobody is going to come here and threaten this committee."

Lar Daly said he resented use of words "horrible, terrible and ridiculous" in describing FCC ruling that he was qualified for equal time in mayor's race. Also, he said, "individual who used word ridiculous [President Eisenhower] knows nothing about Sec. 315. I am far more qualified to speak than he." Witness also said he objected to "attorney general of the U.S. sticking his snout in somebody else's business."

He said any move to upset FCC ruling would be declared unconstitutional because of "subjective determination," which he described as giving broadcasters right to determine "who is news and who is not." Lar Daly maintained that his filing for mayor of Chicago was of "staggering importance" yet radio-tv failed to cover event but did report filing of two major opponents.

Witness said "if the networks think they have trouble now, just wait until 1960. So long as this law is on the books, I am going to take full advantage of it."

Mr. Daly charged that CBS "deliberately and with malicious forethought" taunted FCC ruling in Chicago mayor race by taking ruling to court. FCC's affirmation that he qualified for equal time is "a victory for everyone of the little guys," he stated.

W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Tex., followed Mr. Daly to stand and said his station is network affiliate and he, not network, is master. He said he did not want "umbrella" protection provided by Sec. 315 but would rather have responsibility to make political decisions himself.

First witness Friday was Rep. Glenn Cunningham (R.-Neb.) author of HR 5839, first equal time amendment introduced in present Congress. He said Congress "should and must" act during this session on amendment of Sec. 315. If not, he said, "I fully expect that there will be at least 5,000 candidates for the Presidency" in next election.

Eugene C. Pulliam, publisher of *Indianapolis Star* and *News*, urged Congress "to put an end to usurpation of legislative functions by federal commissions." He said Communications Act was never intended to give FCC power of censorship.

Democratic National Committee Chairman Paul Butler wrote Sen. Pastore urging passage of all but one section—that exempting newscasts—of Hartke bill. "Frankly, I am very much concerned that this section [favored by Sen. Pastore and other witnesses] . . . could lead to some very serious abuses. . . . We must not open the door to any abuses in 1960 which could be unfair, unjust, undemocratic and fatal politically to even one candidate of any political party," Chairman Butler said.

Statement by John Fetzer, president of Fetzer stations, favoring amendment of Sec. 315 was entered in record. Hearings resume tomorrow (Tuesday) in Room 5110 of New Senate Office Bldg. and are scheduled to run three days.

WEEK'S HEADLINERS

MR. HINCKLEY

ROBERT H. HINCKLEY retires as vp of American Broadcasting Company in charge of Washington office. Mr. Hinckley remains as member of board and member of executive committee. Washington office continues under Edgar Shelton and Mrs. Roseanna Kinney, and Joseph Jacobs who recently joined that office. Mr. Hinckley has been with ABC since 1946 in charge of its Washington office and as company director.

MR. WEAVER MR. SARMENTO

SYLVESTER L. (Pat) WEAVER JR., onetime NBC top executive, elected board chairman of McCann-Erickson International. He steps into spot vacated by ROBERT E. HEALY, recently appointed vice chairman and supervisor of eastern offices of parent McCann-Erickson in U.S. ARMANDO M. SARMENTO, since 1957 senior vp of M-E International responsible for company's 19 Latin American offices, elected president of international arm. He succeeds WILBERT G. STILSON, named executive vp of parent company.

Mr. Weaver joined NBC in 1949, moved up to presidency and board chairmanship before resignation in 1957. Since then he has been advertising consultant to clients including Kaiser Industries, Coca-Cola and McCann-Erickson. Also announced by M-E International were promotions of ARTHUR L. GRIMES, senior vp, to executive vp, and of MORGAN MCDONOUGH, vp, to senior vp.

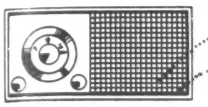
MR. WALLISER

BLAIR A. WALLISER, executive vp of Mutual radio network, resigns. His actual departure date from network not yet determined. Mr. Walliser, who recently moved from New York to Newtown, Mass., anticipates going into station ownership in that state. He joined Mutual in July 1958 after serving as eastern manager of John W. Shaw Adv., Chicago, and account supervisor for Colgate-Palmolive at that agency. He was program director of WGN Chicago from 1932 to 1941.

MR. STEWART

BILL STEWART appointed to newly-created post of assistant to president of Star stations (KOIL Omaha, KICN Denver and KISN Portland, Ore.) and vp. Mr. Stewart served for past 3½ years as national director of programming for Storz stations. He was prime mover in setting up and coordinating first and second international Radio Programming Seminar & Pop Music Disc Jockey Conventions. It was immediately following conclusion of second conclave, in Miami Beach two weeks ago, (BROADCASTING, June 8) that he tendered his resignation to Storz group.

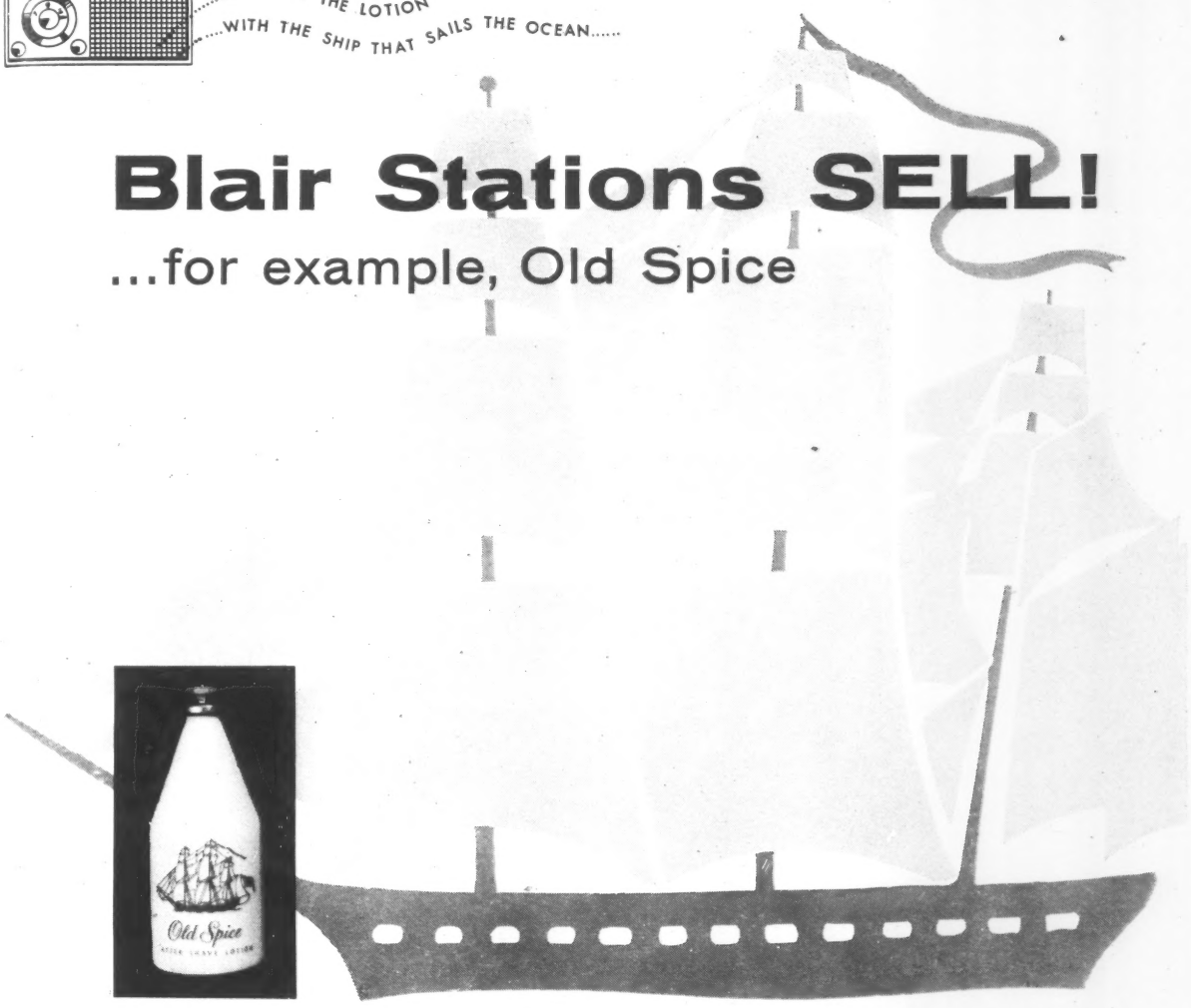
FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



.....LOOK FOR THE LOTION
.....WITH THE SHIP THAT SAILS THE OCEAN.....

Blair Stations SELL!

...for example, Old Spice



To keep this "ship that sails the ocean" in front-running position, Shulton relies heavily on the selling power of Spot Radio — with saturation schedules in America's major markets.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

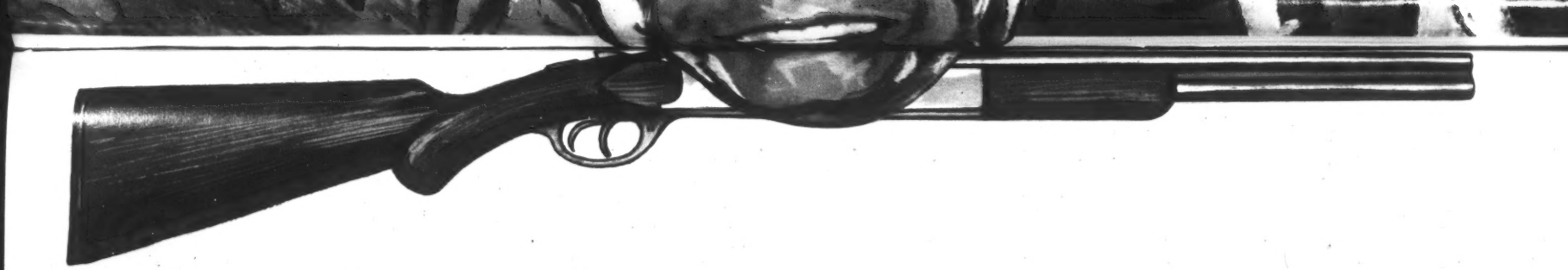
National Representative of Major Radio Stations

Yes! **Blair Stations Sell**

and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

TV's 2 greatest audience appeals combine in 1 great show !



SHOTGUN SLADE

STARRING

SCOTT BRADY

Pre-Sold in 28 markets, 17 states, to Ballantine Beer

Set your sights for the *big* audience—with TV's "detective on horseback." SHOTGUN SLADE headlines rugged Scott Brady as a man who tames the West's wildest badmen—and women! Here's your chance to hit the "top 10" with *both* barrels... roaring adventure, thrill-a-minute mystery. This series sells on sight, so shoot us a call today!

39 ALL NEW HALF HOURS ON FILM FOR REGIONAL AND LOCAL SPONSORSHIP

produced by revue productions

mca tv

FILM SYNDICATION

How well off are Steelworkers?

Let their own union leaders answer...

in statements and official reports from the Atlantic City Convention of United Steelworkers of America last September

Highest Wages in America

"We have the highest industrial wages in America, 25 to 35 cents per hour above even those of the automobile industry.

"The average basic steelworker now earns approximately $2.95 an hour, or $5900 for a 2000-hour year."

Pay Outstrips Living Cost

"This {rise in minimum pay since 1953} represents an increase of close to 48 percent. In the same period the cost of living has risen by a little more than 8 percent.

"And we got 48!"

But What About Layoffs?

"A laid-off American steelworker under SUB (supplemental unemployment benefits) was receiving more income than a fully employed steelworker in any other country, even taking into account the differences in cost of living."

Steelworkers in Forefront of Industry

"The wage increases and improved benefits place the wages, hours, and working conditions of most steelworkers in the forefront of American industry."

* * *

Steelworkers are well off, in all of the ways their leaders claim.

Wages and benefits in steel have been rising sharply. In fact, throughout virtually all industry they have risen much faster than productivity could be increased. That's one big reason for the inflation which cuts the buying power of your dollar.

This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

Republic Steel's management seeks constantly for materials and methods to help customers make their products at lower cost. Republic pioneered in the development of cold finished steel bars—a cost reducer for thousands of products. Republic also offers a wide variety of special sections, in essence partially preshaped parts. Continuing progress in techniques and metallurgy promise even further improvements in machinability—a vital ingredient in keeping finished part costs in line.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 21-22—**Colorado Broadcasters & Telecasters Assn.**, Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22-25—**Iowa Tall Corn Network**, annual meeting, Crescent Beach Lodge, Lake Okoboji.

June 22-23—**Montana State U. School of Business**, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KOOK AM-TV Billings, is chairman.

June 22-26—**First Advertising Agency Group**, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—**Summer Radio-Tv Institute**, Stanford U., Calif. George A. Willey, director.

June 23-25—**National Community Television Assn.**, Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 25—**FCC Comr. Robert E. Lee** addresses monthly luncheon meeting of **Federal Communications Bar Assn.**, Willard Hotel, Washington.

June 27-July 1—**Advertising Assn. of the West**, annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-29—**South Carolina Broadcasters Assn.**, William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 4—**National Advertising Agency Network**, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—**Advertising Federation of America** management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—**NAB Management Development Seminar**, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

July 14-15—**Idaho Broadcasters Assn.**, Shore Lodge, McCall.

July 16-17—**Air Traffic Control Symposium** co-sponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—**American Federation of Television & Radio Artists**, annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

*Aug. 16-18—**Georgia Assn. of Broadcasters**, summer meeting, Jekyll Island.

Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco.

Aug. 21-23—**Arkansas Broadcasters Assn.**, Hot Springs.

*Aug. 23-24—**UPI Broadcasters of Connecticut**, Massachusetts and Rhode Island aboard aircraft carrier **Wasp**, at sea; board destroyer at Quonset, R. I., for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—**American Bar Assn.**, annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—**West Virginia Broadcasters Assn.**, Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—**Texas AP Broadcasters**, 1959 convention, Rice Hotel, Houston.

Sept. 10 — **Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—**AP Broadcasters of Ohio**, Columbus.

Sept. 16-18—**Michigan Assn. of Broadcasters**, fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — **Mutual Adv. Agency Network**, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22—**Louisiana Assn. of Broadcasters**, Francis Hotel, Monroe.

Sept. 21-23 — **Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference**, Stanford U., Palo Alto, Calif.

Sept. 25—**Advertising Research Foundation**, fifth annual conference, Waldorf-Astoria, New York.

Station	Population	Families	Effective Buying Income	Retail Sales
KDUB-TV	658,700	181,400	$1,188,034,000	$833,529,000
KPAR-TV	385,100	111,700	641,821,000	469,786,000
KEDY-TV	288,900	82,400	555,248,000	409,175,000
KICA-TV	121,700	32,600	209,801,000	161,949,000
TOTAL	1,454,400	408,100	$2,594,904,000	$1,974,439,000

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

KWBB
KWBB
KWBB

WICHITA'S
NUMBER 1
HOOPERATED
& PULSRATED
STATION
24 Hours a Day!

NOW! operating daytime on

5000 watts

(nights — 1000 watts)

IN KANSAS #1 MARKET!

Kansas' — Wichita's Best Buy.

Wichita consumers have a spendable income 5% above national average . . . AND retail sales are 18.6% above national average!

WITH KANSAS #1 TALENTS!

KWBB features the top in

D. J.'s — Jim Stowe, Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran.

NEWS — Jim Setters, John Wagner, George Langshaw, Tom Atkins.

FOR AN A#1 SHARE
OF KANSAS' LARGEST MARKET
BETTER BUY

KWBB IN WICHITA
DIAL 1410

First in Hi-Fi Music • News and Sports

represented by George B. Hollingbery Co.
Southern-Clark-Brown Co.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

BOOKS

• *Why People Buy: Motivation Research and Its Successful Application, by Louis Cheskin, Liveright Pub. Corp., 386 Fourth Ave., New York; 319 pp.; $5.00.*

Written by a veteran motivational researcher, noted for both honesty and perception, this volume is a clear exposition on what for many otherwise well-trained people is still an unclear subject: human behavior in the market place. Coming to his life's work through the worlds of education and art, Mr. Cheskin has embraced synthesis as his only doctrine in what is often a "one viewpoint" field.

Why People Buy covers it all. It explains that the structure of a marketing program cannot consider pricing at the expense of packaging. It shows why present American film commercials would fail if an attempt to transfer them to the movie screen were made. It points out the sobering effect the Russian Sputniks had upon the American psyche and why national soul-searching became a common indoor sport. Mr. Cheskin discusses symbols and names and trademarks. He weaves actual case histories into his narrative with the skill of a Persian carpetmaker. He rightfully pats himself on the back with a revealing reprint of articles which predicted automobile trends more than a year before this book was published.

Why People Buy, then, is a book to buy, read and keep. But social scientist Cheskin would be the first to agree that it is also not to be digested whole; each reader will have to decide for himself wherein lies its nutrition.

• *The Technique of Film Animation, by John Halas & Roger Manvell, Hastings House Publishers Inc., 151 E. 50th. St., New York 22; 348 pp. $10.*

Comprehensive and liberally illustrated, this book declares at once that it is not a text on "how to do it" but rather an account of "how it is done." And, according to these two English authors, "it is done" in many ways in many places.

All areas of animation are herein covered: entertainment, instruction, advertising. All work involved is discussed, from color systems to sound tracks to story boards. A glossary of terms is provided for the beginner. Some interesting views on the animated film are brought home to the reader. One figure in the field calls animated children's series on tv the largest new use for the cartoon film, with the possibility of cartoon features produced as tv "spectaculars." Another feels that the greatest area of growth is in the tv spot commercial.

Those interested in animation, as well as the entire film art form, will surely wish to own this book but will no doubt note the growth in publishers' selling prices. There are a lot of pictures in *The Technique of Film Animation,* but $10 is a heavy price for a book.

— to some, just a ship. To others, a monument to our great heritage . . . diligently, almost reverently constructed. In the same way, it often takes those who fully appreciate QUALITY to recognize it in today's better radio and television stations.

WFAA
radio & television
dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ BROADCAST SERVICES OF THE DALLAS MORNING NEWS

DON McLEOD
Detroit's most popular D.J.
WJBK-DETROIT

TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT

LEE ALAN
Most exciting all-nite show
WJBK-DETROIT

CLARK REID
"Tunes old and new just for you"
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crier

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.

TOM CLAY
"Jack-the-Bellboy" tops with the teens'
WJBK-DETROIT

RUDY ERTIS
All-night man to "night people" all night
WSPD-TOLEDO

JIM ROWE
The "Fabulous 58" according to Toledo
WSPD-TOLEDO

JACK WILLIAMS
Show tunes new and nostalgic
WSPD-TOLEDO

BILL GORDON
Sponsors love him!
WJW-CLEVELAND

BRUCE MACDONALD
Has covered all aspects of radio in Cleveland
WJW-CLEVELAND

CHUCK PARMALEE
. . . music, service announcements and news
WSPD-TOLEDO

TOM CARSON
"Police Beat," fastest-paced show in nighttime radio
WJW-CLEVELAND

CHUCK RENWICK
Bright, popular music, special announcements, national news
WJW-CLEVELAND

JOE NIAGRA
Ruler of Philadelphia radio
WIBG-PHILADELPHIA

BILL WRIGHT
The Rebel with a cause
WIBG-PHILADELPHIA

BOB MITCHELL
WIBG's newest big music gun
WIBG-PHILADELPHIA

TOM DONAHUE
A big man with a big sound
WIBG-PHILADELPHIA

LEE SUTTON
. . . consistently pulls more commercial mail
WWVA-WHEELING

LEE MOORE
. . . one of nation's top country western deejays
WWVA-WHEELING

JOHN CORRIGAN
The Music Man 1170 Club
WWVA-WHEELING

HARDROCK GUNTER
MC of Good Morning Show
WWVA-WHEELING

JOHNNY GRIMES
Music styled for rolling back the rugs
WGBS-MIAMI

CAL MILNER
Master of picking tomorrow's hits today
WGBS-MIAMI

Storer's town criers of Radio

AL LEIBERT
Makes it easy to open the other eye
WGBS-MIAMI

BOB ANCELL
Musicaster with a "go" sound
WGBS-MIAMI

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WITI-TV
Toledo	Cleveland	Detroit	Atlanta	Milwaukee

WSPD	WJW	WJBK	WIBG	WWVA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

The three top-rated personalities in New Orleans are on...

WWL-TV

Channel 4

MORGUS the Magnificent on House of Shock

Check the ratings, any ratings, and you'll see that Morgus and the House of Shock rate tops on Saturday night TV in New Orleans. This is the man whose fans have tied up an entire telephone exchange "just to talk with Morgus." The Senior Class at Tulane University School of Medicine has awarded Morgus an "honorary degree" in medicine—and he's being boosted as a candidate for Governor of Louisiana!

MISS GINNY with Romper Room

Miss Ginny has proven that it *is* possible to build a big morning audience. On Romper Room she presents games, films, storybook time—entertainment that makes kids 6 to 60 come back for more all week long.

UNCLE HENRY with Popeye & Pals

Weekdays at 5:15 kids all over town flock to tune in the Pied Piper of New Orleans —Uncle Henry Dupre. They love this genial entertainer, whose television and radio career in New Orleans spans 27 years.

Represented nationally by the Katz Agency

WWL-TV Channel **4**
NEW ORLEANS

MONDAY MEMO

from **PHILIP H. COHEN,** *vice president, radio-tv director, Sullivan, Stauffer, Colwell & Bayles, New York*

The battle of summer tv reruns . . .

As usual everyone is talking about repeats, but no one is doing anything about them except Mike Stokey.

Yet, just look at the line-up of repeats during one week last summer: Sunday—13 repeats between 6:30 and 10:30 p.m.; Monday—13 repeats between 6:30 and 10:00 p.m.; Tuesday—9 repeats between 6:30 and 11:00 p.m.; Wednesday—12 repeats between 6:30 and 10:30 p.m.; Thursday—13 repeats between 6:30 and 11:00 p.m.; Friday—15 repeats between 6:30 and 11:00 p.m.; Saturday—16 repeats between 6:30 and 11:00 p.m.

Repeat shows, as clients and agencies know well, are economic necessities in the tv show market as it is now priced. Shows that once cost $20,000 or $25,000 have virtually doubled due to regular escalator increases, talent increases, union increases, etc. No one *wants* repeats—not the client, not the show packager, certainly not the stars and most important of all not the public.

Total Viewing Important • The client is well aware of the fact that repeat shows by and large mean lower ratings and lower ratings mean that fewer people are receiving his message. Low cost-per-thousand is important to all clients, but it is not the full story. The total number of viewers is still of vital importance to the advertiser.

The show packager in addition to the first run of his show is interested in residuals. When 13 of his programs are rerun in the original contract, he is selling third runs of one-third of his programs the first time he goes into the syndicated market with them. This is a fact occasionally glossed over in the buying and selling of syndicated shows.

The stars have a concern in the repeat problem because their professional lives are based on continuing acceptance. Repeats, with their attendant rating decreases, to some degree hurt the stars' acceptance.

Except in rare instances such as the Fred Astaire show and "Green Pastures," the public is unhappy about repeats and relays its dissatisfaction to Nielsen, Arbitron and Trendex.

Damage Is Excessive • Shows are repeated in order to cut down the average annual cost. The damage done by repeat programs is far greater than the 13-week lull which they create. In addition to the negatives listed above, it should be noted that repeat shows mean:

1. A loss of interest and audience for specific shows.
2. A decrease in general tv tune-in which hurts television as a medium.
3. A decrease in ratings even when new product comes back on the air because people are repeat-conditioned.

It would be impossible (and unfair) to ask the network, client, or packager on his own to break the summer repeat cycle, but perhaps all working jointly could tackle the problem constructively.

Philip H. Cohen b. Honolulu Aug. 15, 1911. Received B.A., government, Harvard U., 1932. Was director of Rockefeller Research Project, Library of Congress, Washington, 1939-41; director of American broadcasting station in Europe for Office of War Information 1941-45; head of daytime radio for Ruthrauff & Ryan 1945-46. He started with SSC&B in 1946 as head of radio-tv and was elected v.p. 1948. Married Henriette Herz. They have two sons, Philip L. and William E.

One Possible Solution • For example, supposing a client would make a deal with a packager to do 39 films of his major show and 13 live or filmed shows of a new and different property with the client having the option to pick up the new show.

The network would be asked to make some concession in terms of time cost. The packager and client would make some investment in the new property, but it could be an investment that might well pay dividends in terms of developing new properties and preventing the dilution by repetition of the going property. The talent and other unions might make some concessions, too, for it is surely to their interest to have new material on the air.

This is merely one way to face up to the repeat problem.

Dollars and Sense • For a moment let's consider the numbers in the problem of abolishing or decreasing the number of repeats. A $50,000 show with 13 free repeats means a saving to the show's clients of $650,000 or $325,000 to each of the alternate clients. If the repeat costs are cut from $50,000 to $20,000 per show, the clients save around $400,000, or $200,000 per client.

In a market that is now almost at the breaking point in terms of cost-per-thousand, the clients will not and should not be asked to bear the cost of a repeat-free television schedule. Most clients would probably be happy to play a part in such an effort, but all of the people interested in new, fresh television would have to work together in such an endeavor.

The problem of repeats may well get worse before it gets better. This is indicated by the fact that several shows have been offered on a 26-new and 26-repeat basis and there is one case where there will be 13 new and 39 repeats.

At any time now we can look forward to a series called *Son of Reruns.*

. . . shallow victory for economy

I WANT YOU
ENLIST NOW

ALL AMERICA WANTS SERGEANT BILKO! And now — for the very first time — Bilko, Colonel Hall, Doberman, and all the platoon regulars plus top-brass guest stars are available for off-network duty, as THE PHIL SILVERS SHOW becomes the biggest comedy series ever to enter first-run syndication.

The most valuable goldbrick this side of Fort Knox, Bilko is completing four laugh-happy years on the CBS Television Network. During that time, television's top-rated top kick, his supporting cast, his director and his writers — one of the largest, ablest companies in all television — have won honors by the truckload... including a total of 8 Emmy awards!

Carling Brewing Co. (through its agency Benton & Bowles) has drafted Sergeant Bilko for a three-year hitch in 63 major U.S. markets. To join up, wire or call on-the-double...

CBS FILMS

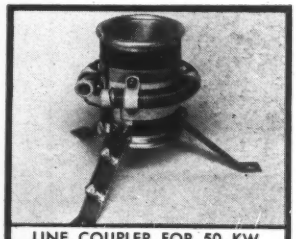
"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS,
ATLANTA. IN CANADA: S. W. CALDWELL, LTD.

LINE PROTECTION SYSTEM

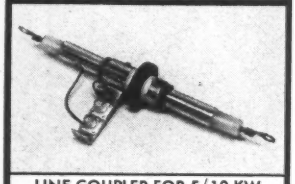
Originally developed for Continental's famous super-power transmitters, ***MAGN/PHASE*** is now available to all broadcasters!

MAGN/PHASE is an electronic device used to protect the antenna system from damage due to arcing. Whether an arc is caused by static discharge or a line fault, the ***MAGN/PHASE*** system will instantaneously squelch the transmitter output. This prevents the arc from being sustained by RF energy. Immediately self-restoring, the transmitter interruption goes unnoticed on the air.

write for detailed description!



LINE COUPLER FOR 50 KW



LINE COUPLER FOR 5/10 KW

Continental Electronics
MANUFACTURING COMPANY
4212 S. BUCKNER BOULEVARD • EVergreen 1-1135 • DALLAS 27, TEXAS

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

OPEN MIKE

Agency likes 'Yearbook'

EDITOR:

We are most appreciative of being included in the YEARBOOK and know the new edition will again be a most valuable publication to us.

Harold A. Smith
Program Promotion and Merchandising Mgr.
Needham, Louis & Brorby, Chicago

Fm is doing nicely

EDITOR:

Re your June 8 article "Fm Meeting: Circle of Confusion": We beg to take exception. Especially with the lead which reads "Fm broadcasting, mid-1959 model, is all mixed up."

We're doing nicely, thank you. Or at any rate, those of us who are fm *broadcasters* are doing nicely (and in this case I speak for myself, for Wallace Dunlap of WXHR-FM Boston and, we're sure, many others around the country).

There may be confusion, but it seems to us to originate with those in fm who are pushing other than broadcast services. Those of us who believe in fm as a broadcast medium of superior technical quality are not the least confused. We are not interested in subsidiary services, background music or storecasting. And, in the case of stereo, we know that we cannot foist off on the listening public less than the best that is technologically feasible—and certainly not on the ground that the public doesn't know any better. We know further that a meeting like the one described in your article was bound to end in confusion, but hope the broadcast and advertising industries realize this is not representative of the state of the fm art today.

We were further disturbed that the old charge of "pirating" was raised again. We had hoped this ghost had been laid to rest when the background operators won their case to continue simplexing. It is absurd to speak of pirating background music by allowing receivers into the hands of the general public, when that same background

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

YOU'RE MISSING 40% OF THE MEMPHIS MARKET . . . IF YOU'RE NOT ON WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

WDIA reaches one-and-a-quarter million Negroes. They have totaled earnings of $616,294,100 per year. And 80% of their income is spent on consumer goods!

And, before the Memphis Negro buys, he listens—to WDIA! That's why, no matter what your budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! **Otherwise, you're literally missing 40% of the Memphis Market!**

Write today for facts and figures

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

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MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

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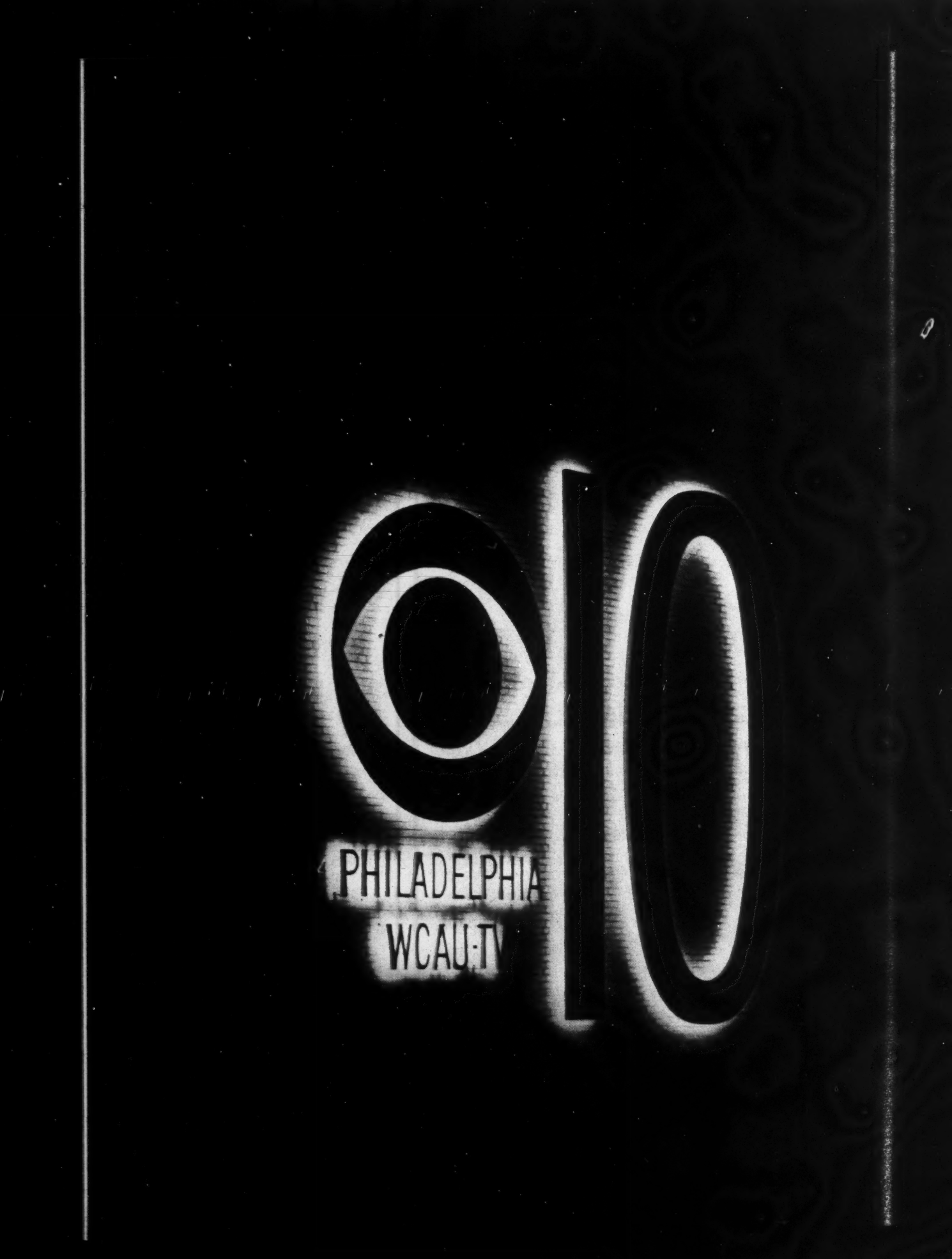

PHILADELPHIA
WCAU-TV
10

Sign of Responsibility

Philadelphia looks to WCAU-TV for far more than the finest *entertainment*. During the past 26 weeks, CBS Owned Channel 10 originated close to four hundred programs designed to *inform* and *enlighten* Philadelphia audiences on matters of vital concern to the community, the nation and the world.

Included are 15 regularly-scheduled public affairs programs every week, *plus* five "special reports"...live or on film, covering newsworthy topics from the Cuban revolt to a close-up of law enforcement agencies in operation throughout the Philadelphia area.

All produced *locally* by Channel 10's Department of Public Affairs, these programs are patterned to the same high standards which distinguish the station's *entire* broadcast schedule, of both local and network origin.

It is this sign of responsibility toward the community that creates a unique image of trust. And makes possible the very special response, far above and beyond the ordinary, on the part of Philadelphia audiences to *all* the programs and advertising they see on

CBS OWNED CHANNEL 10 *WCAU-TV*

music is heard on the operator's main fm channel. We had also hoped it would be obvious there is nothing illegal about the purchase of a background receiver, provided one does not *use* it illegally. To establish the precedent that the public may not own or purchase receivers capable of picking up music transmitted over the background operators' spectrum might in turn lead to the absurdity of ham operators having to stop listening to Press Wireless, marine communications and mobile telephone calls—which, incidentally, has gone on for a long time without piracy being raised.

The problem, to the way of thinking of those who are broadcasters, is simply that these gentry (the background and storecast operators) are trying to have their cake and eat it too. They want to capitalize on growing public interest in stereophonic broadcasting, but not sacrifice their background and multiplex commercial usages. Fine if they wish, but don't let them call it "high fidelity," and don't let them confuse those of us—or be confused with those of us—who are devoted to the highest technological capability of the fm art.

Bert Cowlan
General Manager
WBAI (FM) New York

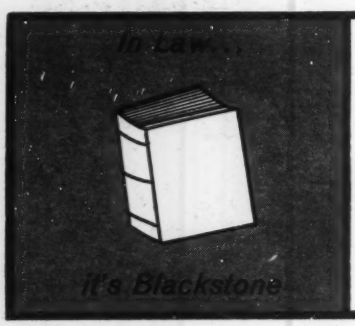
NARBA treaty drags

EDITOR:

That was a fine exclusive interview with FCC Comr. Rosel Hyde on the subject of NARBA (page 72, June 15). It covers the situation [dangers in protracted delay of Senate ratification of NARBA and Mexican treaties] more thoroughly than any I have ever seen. The point made that the industry as a whole has been reluctant to push for the ratification of NARBA is all too true.

At WQXR we have been active for years in trying to get the Senate to act . . . I wrote Senator Fulbright, Chairman of the Foreign Relations Committee of the Senate . . . April 3, 1959. Copies of this letter were also sent to all members of the Foreign Relations Committee. I had responses from most of the Senators, but for the most part they were rather indefinite and do not hold any promise of action at this session of Congress. It is interesting to note that the State Dept., in the interest of better Latin American relations, is also urging the ratification of these two treaties . . . it behooves the industry to get behind this and push.

Elliott M. Sanger
Executive Vice President
WQXR-AM-FM New York



in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence – but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1959 **BROADCASTING YEARBOOK** – out in August – will give some 16,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: July 1 for proofs; July 15, final. **Call or wire collect to reserve space!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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* Reg. U. S. Patent Office

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It's constant attention to little details that makes RCA-833-A's last longer

...Zirconium-sprayed to minimize grid emission.

..."electron-scrubbed" to remove minute traces of gas, from the plate, and zirconium-coated to help maintain superior vacuum and provide greater heat radiation.

..."double-flashed" for high emission reserve, longer life.

...special hard glass featuring extra low power losses.

..."double-flashed" for high emission reserve, longer life.

...vacuum-fired to reduce gas evolution during tube life.

...spot-knocked at tens of thousands of volts to provide high dc resistance, and thus low leakage between terminals.

Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure:
every one pays off for you in lower tube cost per hour of transmitter operation.
A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

another great first from WRCA-TV—a local program Audience Characteristic Profile that tells you who's watching and what they buy!

Now WRCA-TV cracks the big research barrier and brings you the first qualitative measure of audiences of local TV programs like "Hi Mom" and "Dr. Joyce Brothers." Based on vital new research by Pulse, Inc., the AUDIENCE CHARACTERISTIC PROFILE takes audiences apart, shows who they are, what they buy, and how much. Examples: Both "Hi Mom" and "Dr. Joyce Brothers" reach a higher proportion of housewives in the high-purchase 18-34 age group than does the average daytime TV show. Both shows reach more homes spending over $30 a week for groceries. Both reach a higher proportion of homes where the family auto is used 6 to 7 days a week.

WRCA-TV, the leadership station in New York television, offers this information to advertisers, free and without obligation, to aid them in making the most efficient investment of their TV dollars in the nation's first market. Get the full details now.

WRCA-TV·4

NBC IN NEW YORK • SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 22, 1959
Vol. 56 No. 25

WHAT'S RIGHT AND WRONG WITH NAB

- **Survey shows opinion divided on association's usefulness**
- **There's no groundswell of rebellious discontent**
- **But half of members find some reasons to be dissatisfied**

NAB is "reasonably successful" as a trade association but about half its members show "some dissatisfaction."

This nationwide image of industry reaction to NAB's operations is shown in a study conducted by an independent management research firm—Stewart, Dougall & Assoc.

Through the bulky document run critical comments by small groups of important member and non-member stations who feel that:

- NAB's internal structure isn't adequate.
- Some staff officials don't understand many primary industry problems.
- President Harold E. Fellows should have a strong operating man prepared to assume the presidency when he retires.
- A better job is being done by present leadership than was the case a decade ago.
- The association is "excessively *status quo*" and lacking a forward-looking leadership.
- The board and committees are dominated by "a perpetuating group, some of whom don't understand today's operating problems."

This board-committee criticism prompted three large stations to say this was one of the reasons they were going to resign from NAB.

The research report says that assuming NAB is adequately representing the industry, it faces a public relations problem in telling its achievements to broadcast management. The association was urged "to build a more positive image of its abilities and leadership."

Stewart, Dougall & Assoc. was commissioned after the NAB board's February meeting to conduct an impartial image study of NAB. A fund of $15,000 was provided. The interviews covered all classes of stations, including 102 member outlets.

The two basic jobs of NAB, the survey shows, are government relations and public relations. Important segments of the membership feel NAB should create a better public image of radio and tv (see story of tv information project, page 116).

What Members Get • Frequent complaint was made that NAB is sending the members large batches of printed matter they aren't interested in and don't read. On the other hand many want more and better information on the association's activities and accomplishments plus more personal contact with the headquarters organization.

Some larger stations showed they aren't interested in some of the basic NAB services such as legal, engineering, wage-hour and labor relations because they have their own counsel and consider the services mostly applicable to small stations. On the other hand, those who have used these services said they liked them.

Best-known association activities, according to the survey, are the codes, labor relations, engineering, ASCAP contracts, and freedom of information. Numerous broadcasters said they didn't know what NAB's committees are doing. The *Highlights* weekly report was referred to as uninteresting to a large part of the membership, with some respondents feeling there should be a top management section, inspirational stimulus to stir up more interest in NAB and material promoting industry pride.

NAB's station relations unit was said to lack personnel. The department, it was suggested, should conduct

What NAB should do

The Stewart, Dougall & Assoc. survey of industry reaction to NAB includes this list of "should do's" for NAB, based on comments by 102 NAB member stations (Numbers of respondents suggesting each correction are shown at right below):

More emphasis and strength in government matters, especially in "creative relations"	18
Create stronger public image of radio	21
Create stronger public image of tv	15
Press for equitable radio ratings	12
Strengthen adherence to radio, tv codes	12
Campaign against double-billing and rate-cutting	8
More information on NAB activities, achievements	11
More personal contacts between NAB and members	23
More data such as comparable finance and wage reports	11
Less printed material	9
Directory of NAB services and publications	7
Stronger assistance for President Fellows	20
Entice more key successful broadcasters into NAB affairs	21
More concern over problems of broadcasters in secondary market areas	13
Cut size of annual convention (limit to management, operating people)	16
More specialized problem-solving convention sessions	17
Better speeches	14
Separate groups at conventions (large, small stations, etc)	10

PREVIEW

U.S. Steel's Penelope • In the summer it's soft drinks and for U.S. Steel Corp. the soft drink season is a time for consumers to think in terms of "Throw-Away Cans. . . . Made of Steel." Last Wednesday (June 17) on the *U.S. Steel Hour* two animated commercials produced by Transfilm-Wylde Animation for BBDO, U.S. Steel's agency, introduced an animated Penelope who has appeared before in print and outdoor advertisements. The campaign will run through Labor Day. While ushering in U.S. Steel's creation of an animated tv character for soft drink cans, the commercials also marked the first completed work of Transfilm-Wylde animation, a new affiliation between the film commercial house and the animation studios formed last month. Jack Zoller of BBDO was agency producer on the one-and-a-half and two-minute commercials.

In one sequence, Penelope joins with friend Elwood in a sidewalk soft drink cafe enterprise (left sketch) only to be annoyed by little Freeman who drives his auto all around the premises and constantly interrupts the entertainment and discourses on the advantages of drinks in cans. Attempt to keep Freeman under control by lashing his car to the scenery (right sketch) results in the curtain being pulled down. But it does enable Penelope to deliver the final message.

a member-relations program, keeping members informed on all events from legislative activities to meetings.

Family Bias • This appraisal of station attitudes was made in the report: Member stations are more favorable in opinions than non-members; larger stations are more critical than medium or small stations; small and medium non-member stations are more critical than members; tv managers are more critical than radio managers; station managers active in NAB tend to have more reservations about NAB achievements than non-active managers.

Those who are favorable in their attitude toward NAB give it credit for many accomplishments in cutting down government interference with radio, "mollifying FCC attitudes" toward the industry and leading successful ASCAP negotiations.

On the other hand, NAB's critics argue the association has been unsuccessful in one or more of these areas and claim it fails to take strong positions or display adequate leadership.

In general the survey showed approval of the NAB spring conventions and autumn regional conferences, feeling they are useful. Greater specialization was advocated and elimination of the "carnival atmosphere" at conventions was favored.

These figures were cited:

• 92% of members oppose discontinuance of fall conferences.

• 25% receive no benefits from the conferences.

• Over 60% of members attend conventions to see other people.

In comments on NAB's printed matter, some managers said they were mainly interested in information on financial, labor and engineering matters. Some said they keep abreast of industry activities through other sources and have no time to read NAB material which repeats what they have already seen in trade publications.

And in any case, it was observed, NAB should concentrate on industry-wide activities rather than services and publications which aren't especially necessary.

The report showed 20% of members and 31% of non-members do not identify NAB with any objectives. The non-members included large outlets that feel NAB lacks direction and smaller stations that aren't interested in an industry association.

The Leadership • A fifth of NAB members said they feel some broadcasters active in association affairs are perennial or self-perpetuating in their NAB roles, contending others should assume responsibility. A fifth feel NAB lacks enough strong staff members with industry experience and stature. They feel a strong operating executive should be in training to fill the president's position on his retirement.

About 10% want a division of NAB functions with more autonomy for radio and tv. Others assert, "The association should function as an embrella over many diverse elements in the industry, maintaining a primary interest in industry-government matters only."

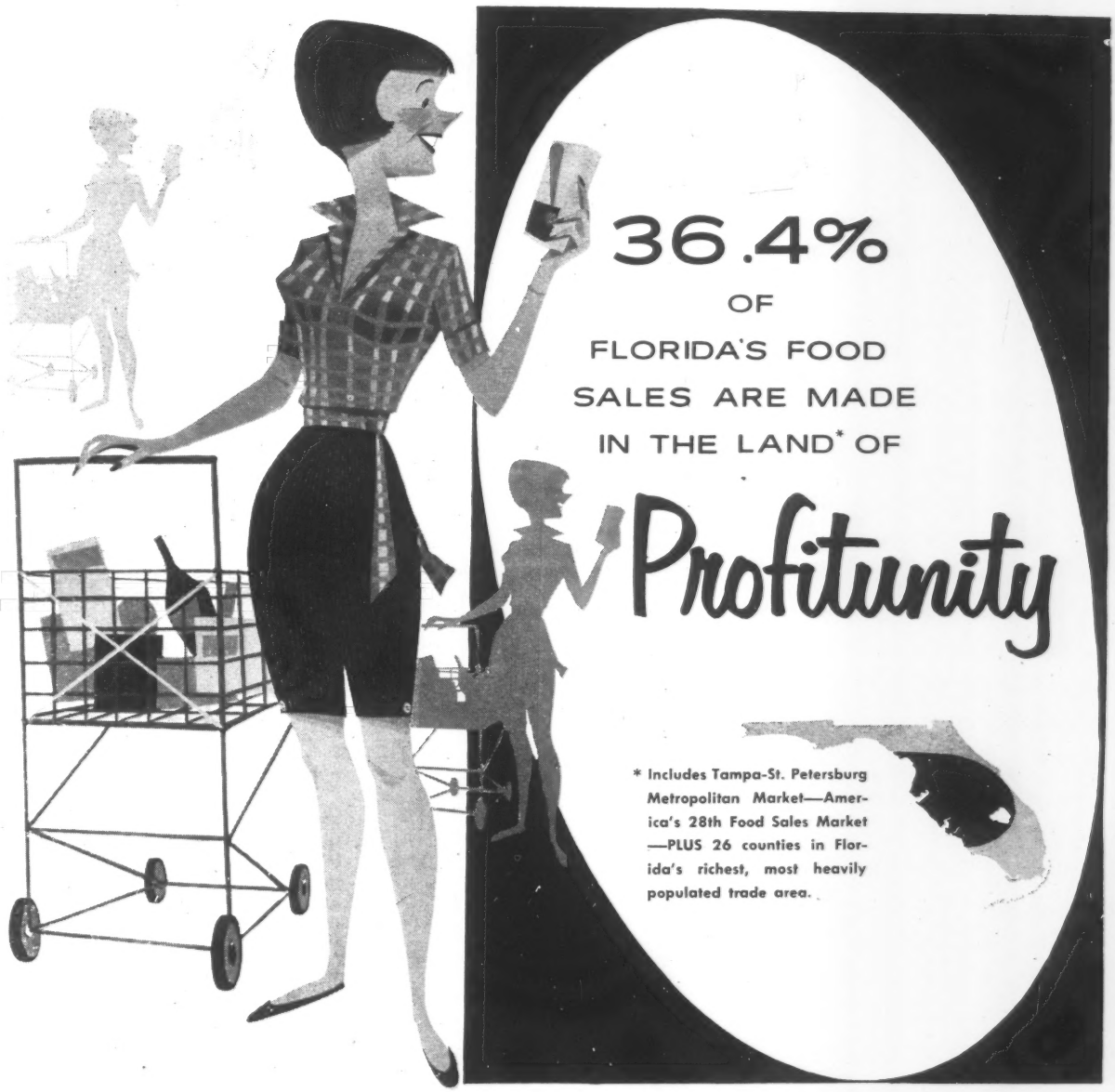
A division to serve small stations and secondary markets in cooperation with Radio Advertising Bureau is favored, along with regional clinics on rate maintenance and a small-market public relations program.

In favoring a public relations program on behalf of broadcasters some of those interviewed cited the high respect accorded NAB efforts on behalf of the radio and tv codes, feeling they should receive wider publicity. Committees should include successful operators of all sizes of stations regardless of whether they conform to NAB codes, it was noted.

Dissension • Interviewees showed sympathy with NAB's member dilemma —refraining from firm stands on issues where different membership groups have conflicting interests. They advocated, however, "less neutral positions" where possible and guideposts showing station attitudes on public-interest problems. Stations not in sympathy with association stands will go along, it was said, if members understand its strength of character and dedication.

Giving their reasons for NAB membership, less than 40% (members and ex-members) list support of industry-wide efforts, and 23% of members want coordinated industry activity in government relations.

More than 25% of members and ex-members mention services and information supplied; a third of ex-members have no clear reason for joining (some were talked into it, some wanted to see what it was like); 10% of members seriously consider resigning and an additional 17% aren't enthusiastic about membership; over half trace dissatisfaction to value received rather than dues; a fourth not belonging are directly affiliated with member stations.


36.4%
OF
FLORIDA'S FOOD
SALES ARE MADE
IN THE LAND* OF
Profitunity
* Includes Tampa-St. Petersburg Metropolitan Market—America's 28th Food Sales Market —PLUS 26 counties in Florida's richest, most heavily populated trade area.

In the big eight years, 1950-1958, Food Sales in this big 26-county market jumped an amazing 146%! Now, more than a third of Florida's total Food Sales are made in the area delivered by WFLA-TV—*the Land of Profitunity!*

Use the blanket coverage of WFLA-TV to cash in on the sales opportunity—and profit opportunity—in America's 26th Retail Sales Market plus 26 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Write us, or consult your BLAIR-TV man for top rated availabilities on WFLA-TV—sales powerhouse in the Land of Profitunity.

Figures from Sales Management 1959 Survey of Buying Power.

NBC

wfla-tv CHANNEL **8**

TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

COMMERCIAL CLEAN-UP UNDERWAY

Tv code board settles Preparation H mess, turns to other copy

NAB's television code office is clearing the air of Preparation H, a hemorrhoid remedy—as far as 270 code subscribers are concerned.

Next problems—sexy depilatory commercials and multiple spotting.

The association's Tv Board of Directors upheld the Tv Code Review Board Thursday (June 18) at a Washington meeting by pulling the seal from 13 tv code subscribers. Another 17 stations resigned from the code structure.

To date, 19 stations have had their seals taken away during the spring months because they refused to stop carrying the Preparation H account, handled by Ted Bates Inc., New York (BROADCASTING, April 27)

The tv code box score for the March-June period reads as follows:

Code subscribers (3/4/59)	306
Code subscriptions revoked	21
Code Stations resigned	17
Total	268
New code subscribers	2
Total subscribers (6/18/59)	270

The number of operating commercial stations totals 520 in mid-June.

The Tv Code Board met June 15 in Washington under chairmanship of Don McGannon, Westinghouse Broadcasting Co. The board stuck to its two-year policy decision that Preparation H is a product of a delicate personal nature that is not suitable for broadcast advertising by code subscribers. Joining in the decision were the other four members—Gaines Kelley, WFMY-TV Greensboro, N.C.; Mrs. A. Scott Bullitt, KING-TV Seattle, Wash.; E. K. Hartenbower, KCMO-TV Kansas City, and Joseph Herold, KBTV (TV) Denver.

Their recommendations were adopted Thursday by the Tv Board, though stations cited earlier by the code's staff officials in Washington were given a chance to resign from the code or have a hearing before the top-ranking NAB Tv Board (two stations were given hearings).

In announcing that 21 code subscriptions had been revoked, Mr. McGannon said 19 had been for "unacceptable advertising." Asked if this meant Preparation H, he said it was a hemorrhoid remedy. The plain inference remained that the product was Preparation H. A single station lost its seal because of overcommercialization and the 21st outlet is involved in procedural routine. Cited stations still have 30 days to comply with the code mandate, resign from the code or have their seals revoked.

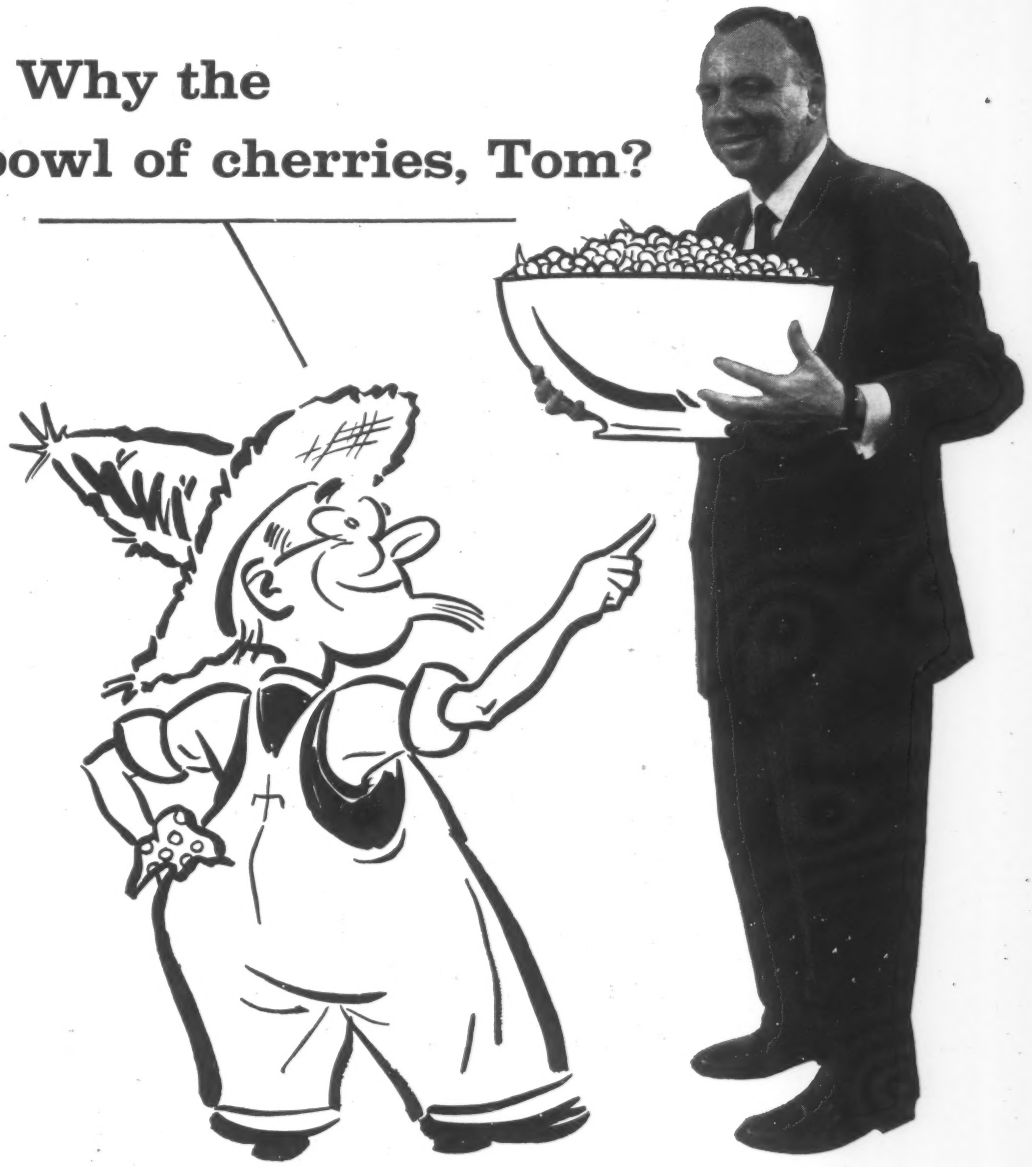
How Many Haven't • Mr. McGannon said 222 tv code stations have never carried hemorrhoid remedies. At one time, he conceded, 84 subscribers carried the product. Of these, 17 resigned from the code, 21 lost seals, one is under citation and 45 cancelled the advertising or have stated their intention to cancel.

NAB and code officials said resignations from the NAB association structure because of code troubles have been negligible. Mr. McGannon said three successive code boards and three tv boards have in all instances unanimously affirmed the anti-hemorrhoid policy.

A special code subcommittee headed by Mr. Hartenbower will start contacting American Assn. of Advertising Agencies, networks, advertisers and agencies in an effort to refine code definitions of objectionable telecast material. Much of their attention has been devoted to depilatories and sexy-voiced continuities that accompany commercials on behalf of these products.

Time to decide • A historic meeting of NAB's Tv Code Review Board was held June 15 in Washington when citations were drawn up for stations that persist in carrying Preparation H, hemorrhoid remedy. Members are (seated, l): Donald H. McGannon, Westinghouse Broadcasting Co., board chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; (standing, l to r) Gaines Kelley, WFMY-TV Greensboro, N.C.; E.K. Hartenbower, KCMO-TV Kansas City, and Joseph Herold, KBTV (TV) Denver.

Why the bowl of cherries, Tom?



"Life is *really* a bowl of cherries in the Fargo area, these days, for advertisers on WDAY-TV—our new 1206′ tower is giving our advertisers 96% more coverage area . . . a 60% larger audience . . . and retail sales volume increased by 100%!

"You can imagine what this means to our dozens of top national advertisers. They were *happy*, even before we gave them this tremendous bonus. Now most of 'em say WDAY-TV is the best buy in America!

"As a matter of fact, the Market Data Section of Standard Rate & Data shows that Fargo is the No. 1 Retail-Sales-Per-Household Area in the United States . . . with an average purchasing power of $5,970, as compared with the national average of $3,944!

"Yes Sir, that's a bowl of cherries—tremendous extra *audience*, among people with tremendous extra buying power. What more could you want?"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Messrs. Kelley and McGannon are on the subcommittee.

Thus far no sanitary napkin advertising has been detected by monitors on tv, Mr. McGannon said, though some have been heard on radio.

Checking Job • The code board last April started monitoring at the rate of 110,000 station hours per year. This job is done by Broadcast Advertising Reports and two staffers. Previously the pace had been 40,000 hours per year. In addition, code board members do personal monitoring and there is qualitative program checking of network and local programs.

A report on depilatories has been prepared by the Hartenbower subcommittee but it was not available at the weekend.

Mr. McGannon emphasized that the code is voluntary and there is no substitute for the judgment of the individual licensee.

The NAB personal product action, he added, "does not foreclose the manufacturers from the use of television since there are stations which are not code subscribers and this advertising could be placed on these stations as well as any who believe that they couldn't comply with the code and are prepared to forego the seal."

American ad films win top prizes at Cannes

Television commercials produced in the United States won two grand prizes and 11 other top awards in the Sixth International Advertising Film Festival concluded at Cannes, France, on June 13.

The tv "Grand Prix," selected from a total of 453 entries, was won by the Calo Dog Food commercial. It was produced by Cascade Pictures of California for Foote, Cone & Belding Chicago.

The Grand Prix for cinema advertising, picked from a total of 442 films, went to the Chevrolet station wagon commercial, produced by Lawrence-Schnitzer Productions, Hollywood, for Campbell-Ewald, Detroit. A spokesman for Lawrence-Schnitzer in New York explained that the commercial was entered in the cinema advertising category because it was in color. Tv commercials, he said, are projected in black-and-white at the festival, while cinema advertising films are presented in color.

Other U. S. winners were: Ford Dealers' "Shaggy Dog" commercial, produced by Playhouse Pictures, Hollywood, for J. Walter Thompson, New York (first prize for animation up to 30 seconds); Piel Bros. "Hockey" spot, produced by CBS Terrytoons, New York, for Young & Rubicam, New York (first prize for live action or animation up to 60 seconds), Anderson Soups' "Splitting Peas" commercial, produced by Goulding-Elliot-Graham Productions, New York, for Bryan Houston, New York (second prize for animation up to 60 seconds). Eight other U.S.-produced commercials were presented with special commendations.

Package sales plan for Baltimore, D.C.

A plan for increasing advertising dollars in Baltimore and Washington was advanced Friday (June 19) by Newman F. McEvoy, senior vice president and director of media, Cunningham & Walsh Inc., New York, in an address before the Maryland-D.C. Broadcasters Convention at Ocean City, Md.

Speaking in terms of "market clusters" instead of individual markets, Mr. McEvoy said that while the two cities have "profoundly different interests . . . manufacturers are serving them as one great, big market."

Specifically, Mr. McEvoy suggested a fourfold plan for broadcasters in these two cities to benefit by "association":

Sell a twin-market concept; sell the area as an especially endowed territory —"the eastern Gold Coast"; sell the national advertiser on peculiar local interests in this area which make it necessary to supplement national advertising in each city, and sell the rank of the combined Washington-Baltimore market for any product category.

Show-stopper at Cannes • Kelly Smith pouts proudly in rear of Chevrolet station wagon in scene from two-minute commercial that won Grand Prix du Cinema at Cannes International Advertising film festival. Commercial was produced by Lawrence-Schnitzer Productions, Hollywood, for use on NBC-TV's *Dinah Shore's Chevy Show*.

CBS-TV closes up fall availabilities

As new advertiser signings for nighttime programming continued last week at the networks, CBS-TV came within 1¼ hours per week from SRO for the fall and NBC-TV picked up some missing pieces of business for its schedule.

CBS-TV neared its mark by moving Oldsmobile Div.'s *Dennis O'Keefe Show* from a contemplated Sunday, 7:30 p.m. slot to 8-8:30 p.m. on Tuesday, opening up a half hour that night as station time and entering a Kellogg sponsored series *(Dennis the Menace)* in the Sunday 7:30 period vacated by Oldsmobile.

Dennis the Menace moves from its proposed Friday, 8:30 p.m. slot. That half hour on the schedule will be replaced by a Kellogg and Liggett & Myers sponsored series, *Hotel de Paree*. The Tuesday night schedule now will open at 8 p.m. with *Dennis O'Keefe*. The SRO flag can go up for CBS-TV when the network settles *The Lineup* (Wed., 7:30-8:30) for which a pilot has not yet been delivered for advertisers to see, and a half sponsorship of *Space* for which American Tobacco has signed as an alternate sponsor. *Space* follows *Lineup* on Wednesday.

Dropped from CBS-TV's fall schedule on Tuesdays was a projected hour-long show. *The Lawbreakers*, which has been postponed "until 1960."

NBC-TV, meanwhile, signed advertisers for three of its hour-long shows. Corn Products Co. (Mazola salad and cooking oil, Skippy peanut butter, Hellman's and Best Foods mayonnaise, Karo syrups among other products) signed for full sponsorship on alternate weeks of *Riverboat* (Sun., 7-8 p.m.); Liggett & Myers, through McCann-Erickson, signed for alternate half hours of *Bonanza* and *Laramie* (7:30-8:30 p.m. on Tuesday and Saturday respectively) and RCA, via Kenyon & Eckhardt, for alternate hours of *Bonanza* (CLOSED CIRCUIT, June 15).

MLWS candy seminar

Mogul Lewin Williams Saylor Adv., New York, hosted an informal seminar June 16 at its headquarters for 25 owners and managers of European confectionery companies on the methods employed by U.S. agencies to advertise, promote and market confectionery products. MLWS detailed its advertising strategy, including heavy radio-tv investment, on behalf of its clients, Gold Medal Candy Co. and Barricini Candy Shops, and, in turn, learned about European methods. The manufacturers are on a two-week tour.

Don Juan made things happen in Spain . . . and

WPEN

RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia broadcasting Signal 95—on-the-spot tape recordings of traffic violators by police officers who are wired for sound! The actual conversations..the excuses..the arguments! In Public Interest . . and in Sales . . WPEN Makes Things Happen In Philadelphia.

WPEN

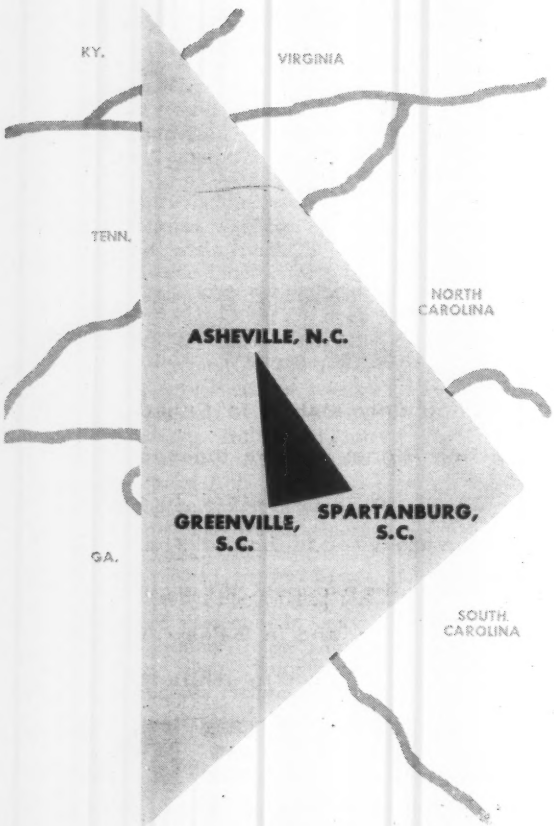
Represented nationally by

GILL—PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.

WLOS-TV *announces with pride*

THE FCC DESIGNATION OF WLOS-TV TO SERVE AS A "HOME-TOWN" STATION IN GREENVILLE, S.C. ASHEVILLE, N.C. AND SPARTANBURG, S.C.



By official action of the FCC on Wednesday, June 10, WLOS-TV became the *only* station licensed to serve the Carolina Triad cities of Greenville, S.C., Asheville, N.C., and Spartanburg, S.C.

WLOS-TV based its application to the FCC on the station's signal strength in the individual cities, the programming which the station delivers, and the degree of community integration which WLOS-TV has accomplished in these Carolina Triad cities.

WLOS-TV accepts this responsibility with pride and pledges its continued effort to be of maximum service to all of the 446,650 TV homes in the Carolina Triad.

WLOS-TV

WOMETCO ENTERPRISE

Unduplicated ABC in
GREENVILLE • ASHEVILLE • SPARTANBURG
WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

CO-OP WEAKENS?
Weiss study says yes; sponsors reconsider

A trend study on cooperative advertising by E.B. Weiss, director of merchandising for Doyle Dane Bernbach, New York, concludes that many large manufacturers and many giant retailers are questioning seriously the value of co-op advertising and are exploring alternative approaches.

Mr. Weiss' observations are contained in a 64-page study, "Why Cooperative Advertising Is Being Reappraised," which was circulated last week. It makes various salty comments about retailers' use of co-op money in the various media, including radio-tv. But beyond this, the study asserts that most manufacturers have come to the conclusion that "never before in the approximately 50 years of co-operative advertising history has the co-op dollar brought so little in lineage or time, and so little in brand-building, sales creative advertising as it buys right now."

For years, manufacturers tended to shy away from reappraising co-op advertising because they concluded that competition gave them no area of decision, the study states. It adds that some manufacturers today believe that co-op can be eliminated or the percentage reduced by offering some other forms of trade allowance that will buy a more effective in-store producer of volume and will not be charged to the advertising budget.

The study points out that theoretically co-op offers the manufacturer lower cost advertising, but in actuality, "local newspaper lineage bought cooperatively with the giant retailer has a total cost that is higher than the national. . . . This is equally true with respect to radio and television time."

How It Works • Mr. Weiss explains this apparent paradox in this way: "Let's assume that a local station has a half-hour time slot available three times a week. Rate-card time charges are $600 per week. A packaged show is available for $400. Total costs for time and package, $1,000. But the station, anxious to get a sponsor, offers it to the dealer for $800. The dealer requests cooperation from the manufacturer. He states that the package totals $2,000 per week. The manufacturer goes along with it on a 50-50 basis, paying $1,000 per week, as his share. The dealer starts with a net profit of $200 per week.

"But that's only the beginning. Assuming that the show provides nine commercials per week, the manufacturer will have difficulty learning whether all nine spots were in reality devoted to his product. The dealer may devote fewer than nine, selling off some of the other spots to other manufacturers. . . .

"It is probable that, in 1959, co-op in the broadcast media—radio and tv—will total, at what are presumed to be card rates, in the area of $300 million. It will be split almost evenly between radio and tv."

Mr. Weiss cautions that there is "no flight from co-op," but claims that "first straws spotted in the market" indicate that the medium is being re-evaluated by manufacturers, wholesalers and other distributors and by the giant retailers. In the undetermined future, Mr. Weiss believes, manufacturers may reduce or eliminate co-op advertising and offer retailers other inducements, such as promotional programs, an increase in warehouse discounts, an increase in national advertising, special display allowances and more payment for preferred shelf space.

Going national • Executives of General Life Insurance Co., Seattle, last week participated in a closed circuit presentation on NBC Radio to tell General's agents and field personnel at meetings in 58 markets that NBC's *Monitor* will play a key role in the company's first major, national advertising campaign. Shown before microphones in Seattle are: (l. to r.) W. L. Campbell, president of General Life; Floyd Robbins, vice president in charge of business development, and C. M. Noren, advertising manager. *Monitor* communicators Don Russell and Ben Grauer joined in the talks from NBC Radio Central in New York. General will co-sponsor sports segments on *Monitor* for 13 weeks starting Aug. 29 and for 13 additional weeks beginning April 2, 1960.

Toy makers' budgets show more tv dollars

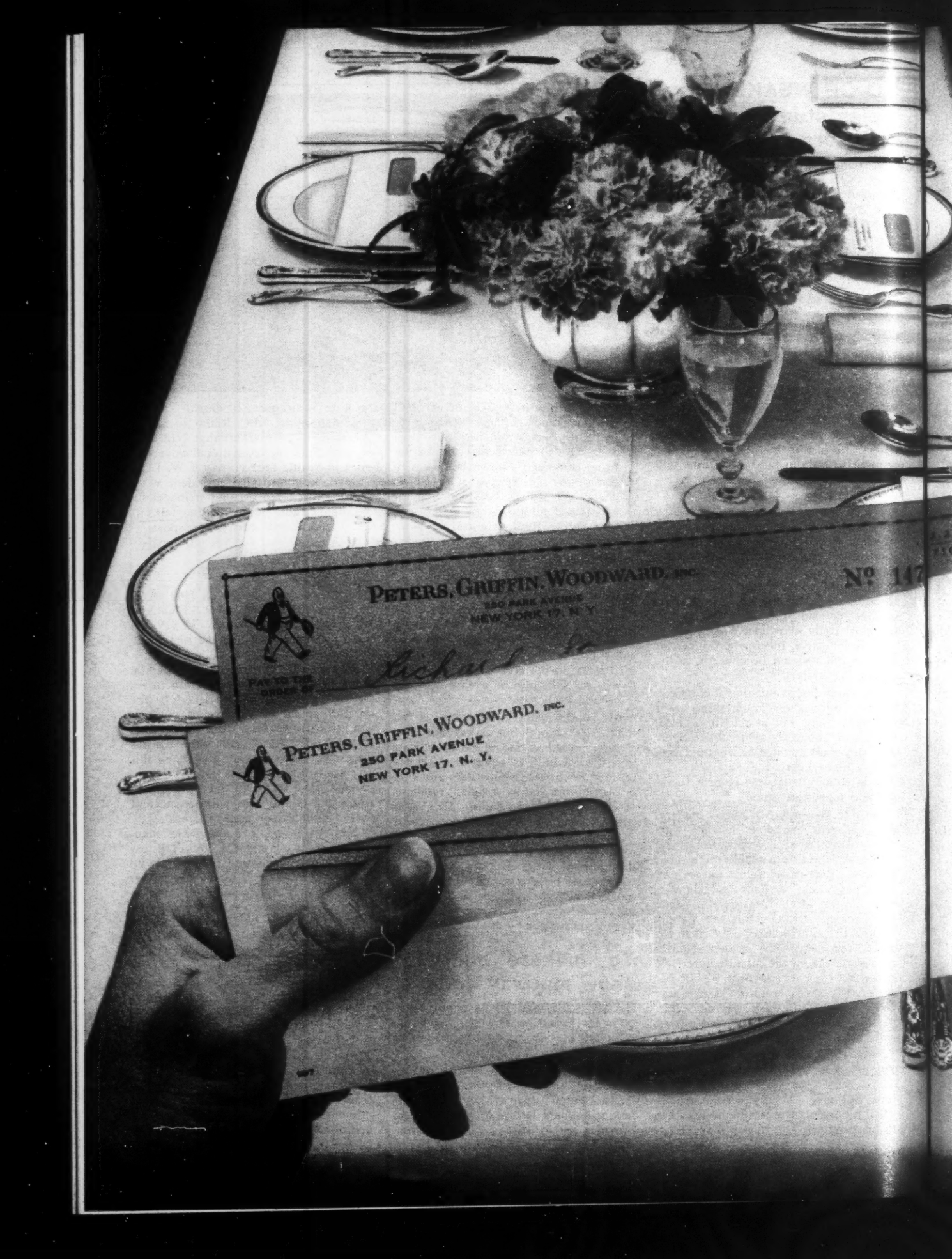
One of the most talked about developments in advertising this year has been the blossoming of toy makers in television.

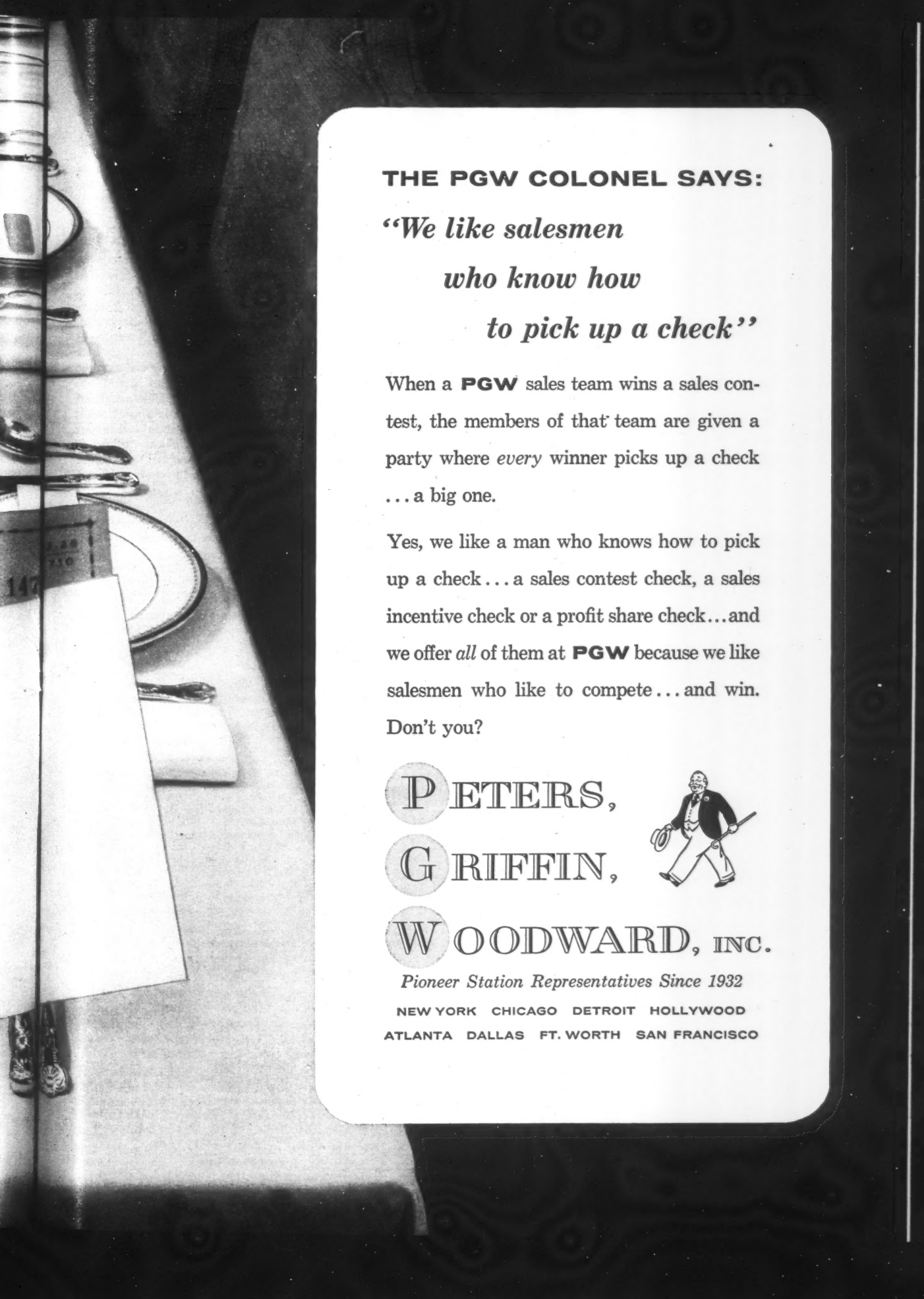
Last week Television Bureau of Advertising documented the rise. The bureau found usage by toy advertisers nearly doubled last year over the year previous (1957), that is 121 firms compared to 64, an increase of 89%. As a group the toy makers spent $3,500,900 (at gross rates) of which $2,819,000 was in national spot and the remainder in network.

And the trend is going to become more pronounced. Toy manufacturers already are lining up spot schedules for the fall, much in advance of the season (BROADCASTING, June 15), TvB found Louis Marx, called the world's largest toy maker, ready to launch this season with a relatively large tv campaign (Marx formerly did little advertising and tv this year will get most of the ad dollars now appropriated).

Mattel's Tv • Other companies mentioned: Transogram Co. this fall expands its tv activities to include 90 markets. Mattel Inc., top tv toy advertiser last year, spent $492,945, and in the fall will launch a new program, *Mattel's Funday Funnies* (ABC-TV, Sunday, 5-5:30 p.m.), that will more than double the company's 1958-59 budget. The year-round trend of tv in toys was pointed up by TvB in the advertising blueprint of Remco (buys 39-week campaigns), Mattel and Colorforms.

TvB also expressed its conviction that tv ought to be the major advertising medium in future campaigns for toy and game items and noted sales dipped from $808 million in 1957 to $776 million in 1958, indicating a need for additional advertising promotion.


PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.
PAY TO THE ORDER OF
PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.



THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check ... a big one.

Yes, we like a man who knows how to pick up a check ... a sales contest check, a sales incentive check or a profit share check ... and we offer *all* of them at **PGW** because we like salesmen who like to compete ... and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending May 24

TOTAL AUDIENCE†

Rank	No. homes (000)
1. Gunsmoke	16,109
2. Wagon Train	16,065
3. Jack Benny Special	14,641
4. Have Gun, Will Travel	14,418
5. Bob Hope	14,062
6. Perry Mason	14,018
7. Danny Thomas	13,617
8. Ed Sullivan	13,573
9. I've Got a Secret	13,484
10. Playhouse 90	13,261

Rank	% homes*
1. Gunsmoke	36.9
2. Wagon Train	36.8
3. Jack Benny Special	33.6
4. Have Gun, Will Travel	33.2
5. Perry Mason	32.4
6. Bob Hope	32.3
7. Danny Thomas	31.3
8. Ed Sullivan	31.0
9. 77 Sunset Strip	30.9
10. I've Got a Secret	30.8

AVERAGE AUDIENCE‡

Rank	No. homes (000)
1. Gunsmoke	15,486
2. Have Gun, Will Travel	13,528
3. Wagon Train	13,083
4. I've Got a Secret	12,416
5. Danny Thomas	12,371
6. Rifleman	11,704
7. Peter Gunn	11,704
8. Zane Grey Theatre	11,348
9. Wells Fargo	11,036
10. Red Skelton	10,903

Rank	% homes*
1. Gunsmoke	35.5
2. Have Gun, Will Travel	31.1
3. Wagon Train	29.9
4. I've Got a Secret	28.4
5. Danny Thomas	28.4
6. Rifleman	27.3
7. Peter Gunn	26.7
8. Zane Grey Theatre	26.4
9. 77 Sunset Strip	25.7
10. Wells Fargo	25.3

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv report for June 1-7

Rank	Rating
1. Summer On Ice	33.3
2. Gunsmoke	28.0
3. Rifleman	26.7
4. 77 Sunset Strip	24.9
5. Danny Thomas	23.7
6. Ann Sothern	23.0
7. Playhouse 90	22.0
8. Red Skelton	22.0
9. Zane Grey	21.6
10. Alfred Hitchcock Presents	21.4

Copyright 1959 Trendex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

At The Movies (NBC-171): Rexall (BBDO), Sun. May 3 10-11 p.m.

Jack Benny (NBC-188) American Tobacco BBDO), Sun. 7:30-8 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Emmy Awards (NBC-183): Benrus, Procter & Gamble (both Grey), Wed. May 6 10-11:30 p.m.

Gunsmoke (CBS-146): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-183): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope (NBC-180): Buick (M-E), May 15th 10-11 p.m.

I've Got a Secret (CBS-183): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Maverick (ABC-136): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Peter Gunn (NBC-190): Bristol-Myers (D-F-S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Rifleman (ABC-152): Miles Labs. (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-132): American Chicle Whitehall and Carter Products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Summer on Ice (NBC-176): U.S. Brewers Foundation (JWT). June 1, 10-11 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Co. (M-E), R. J. Reynolds (Esty), Ford Motor Co. (JWT), Wed. 8:30-9 p.m.

Wells Fargo (NBC-194): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Zane Grey Theatre (CBS-153): S. C. Johnson (B&B), General Mills (B&B), Thurs. 9-9:30 p.m.

Reynolds Tobacco tops Nielsen radio report

A. C. Nielsen Co., Chicago, last week released its second monthly report on network radio's leading advertisers and the R. J. Reynolds Tobacco Co. retained its top position in both homes reached and in total commercial minutes delivered categories (BROADCASTING, May 25).

Nielsen's listing, which covered the four weeks ending May 10, showed a change in second place, with Ex-Lax Inc. assuming that position and displacing Lewis Howe in total home broadcasts and Bristol-Myers in total commercial minutes.

Unlike the old Nielsen listing, the new compilation makes no attempt to show the popularity of specific programs but, on the other hand, shows what each leading network radio advertiser is getting in "homes" and "minutes" from his total radio network purchases. The second report follows:

NATIONAL NIELSEN RADIO INDEX

NETWORK RADIO'S LEADING ADVERTISERS

Based on Four Weeks Ending May 10, 1959

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco	320	159,884
2	Ex-Lax	225	122,000
3	General Foods Corp.	180	115,868
4	Brown & Williamson Tobacco	169	109,799
5	Lewis Howe Co.	170	108,512
6	Pepsi-Cola	211	103,805
7	Bristol-Myers Co.	122	102,271
8	Automotive—American Motors	161	68,309
9	Hudson Vitamin Products	190	68,243
10	Midas Inc.	105	63,947
11	Stewart-Warner Corp.	84	62,308
12	California Packing Corp.	84	55,093
13	Lehn & Fink Prod. Corp.	64	50,490
14	Colgate-Palmolive Co.	60	39,901
15	Lever Bros.	46	37,930
16	General Mills	88	36,503
17	Longines-Wittnauer	67	33,929
18	Chevrolet	48	33,531
19	Bon Ami	90	32,893
20	Parker Pen Co.	40	31,600

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco	220	96,709
2	Ex-Lax	157	81,510
3	Bristol-Myers Co.	99	80,816
4	Brown & Williamson Tobacco	127	77,946
5	Lewis Howe Co.	128	76,583
6	Hudson Vitamin Products	203	64,576
7	Pepsi-Cola	115	56,794
8	Colgate-Palmolive Co.	78	49,714
9	United Motors—(G. M.)	68	46,101
10	Midas Inc.	80	46,039
11	General Foods Corp.	71	43,841

12	Lehn & Fink Prod. Corp.	56	42,628
13	Chevrolet	60	39,571
14	California Packing Corp.	63	39,082
15	Wm. Wrigley, Jr. Co.	60	37,827
16	Automotive—American Motors	90	37,306
17	Stewart-Warner Corp.	53	36,250
18	A. E. Staley Mfg. Co.	63	35,858
19	Standard Brands	43	32,833
20	Parker Pen Co.	40	31,453

RESEARCH LAG
Tv advertisers fail to use full facilities

Advertisers and marketers have been slow in taking advantage of television's basic research services, Leon Arons, vice president-research, Television Bureau of Advertising, told the American Marketing Assn.'s 42nd national conference in Cleveland Thursday.

Some advertisers have availed themselves of these services, he acknowledged, but on the whole, response to facilities for special analysis has been surprisingly slow.

"Television can furnish a tremendous amount of information on a very broad front," Mr. Arons reported. He cited data on frequency of reaching people—say, "optimum frequency" for carrying out marketing strategy. Toward the end of better understanding through mass media, he reminded, TvB has instituted a "program of basic research on the nature of the communication processes."

Mr. Arons spoke on "Reaching the Consumer in the 1960s—Television as a Selective Medium." Among other topics he explored were various phases of marketing, new teaching tools, ways of increasing market share, marketing management, economic forecasts and consumer behavior.

Reaching consumers in the 1960s may pose problems "somewhat beyond the use of a slide rule and the old-time numbers," Mr. Arons suggested. Television itself "has on hand now and is developing further, many tools which should prove useful," he added. Advertisers and media will better be able to meet their common goals with better understanding of mass media communication and "active participation" by everyone concerned, he concluded.

Pressures Noted • A Friday panel on "Research Mentality" included Donald L. Kanter, creative research director, Tatham-Laird Inc.; Joseph E. Ratner, creative and marketing services director, General Mills; Dick Twedt, research development manager, Leo Burnett Co.; Henry O. Whiteside, vice president and research director, J. Walter Thompson Co., and Leo Bogart, marketing research director, Revlon Inc.

Mr. Ratner claimed that "advertising agency researchers generally are as well equipped as other researchers but they tend to be distracted by the account executive function and in many cases are not allowed to use their own judgment. Agency pressures and client desires do not always produce the best kind of research, he observed, while researchers maintain a "very strong tendency to justify agency campaigns and agency marketing plans."

Dr. Kantor felt one reason the research profession is not up to its potential is "because the client won't let it—and agencies frequently don't allow it."

Final check • Galley proofs of a new college textbook, *Successful Television and Radio Advertising*, are scanned by co-authors Gene Seehafer (l), media supervisor at Needham, Louis & Brorby, and Jack Laemmar, account executive at J. Walter Thompson Co., both Chicago. The book is slated for publication by McGraw-Hill later this summer.

Rating the salesman

"The rating a local advertiser or agency gives the station salesman is often as important as the rating from an audience survey," Warren J. Boorom, vice president and director of member service for Radio Advertising Bureau, told the Florida Assn. of Broadcasters in Miami Thursday (June 18). "It's time our industry exercised the same care, concern and control over our sales efforts as we do over programming," Mr. Boorom declared.

The RAB executive said that while management will monitor its station "at every opportunity . . . it won't monitor a sales call for months."

Reporting on findings of a recent survey among key Florida local and regional advertisers on the frequency and quality of media sales calls, Mr. Boorom revealed that a fourth of those interviewed said they "were never called upon by a radio salesman" and more than two-thirds "received less than two media sales calls per month."

'Open door' attitude helps agency buying

Erwin Wasey, Ruthrauff & Ryan maintains an "open door" policy for station salesmen and representatives for selfish reasons, Robert L. Redd, vice president and radio-tv director in Los Angeles, told the monthly luncheon meeting of the Southern California Broadcasters Assn. Thursday (June 18) in Hollywood. "That's the only way we can keep abreast of the station situation and its continuing changes," he said, "and that's essential to our doing a proper job of timebuying for our clients."

His department spends several million dollars a year on radio, Mr. Redd reported, noting that "as of this morning we have commercials for our clients on 814 radio stations throughout the country." He reported that radio listening in Southern California, where much of the radio money is spent, is the largest of any part of the nation, running about 25% above the national average.

Muriel Bullis, supervisor of radio-tv timebuying for EWR&R, Los Angeles, said that when a station salesman has an idea to present for any of the agency's clients, he should telephone the agency and give a brief synopsis

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 11-17 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 11	Playhouse 90 (9:30 p.m.)	CBS-TV	16.0
Fri., June 12	77 Sunset Strip (9:30 p.m.)	ABC-TV	24.4
Sat., June 13	Gunsmoke (10 p.m.)	CBS-TV	25.0
Sun., June 14	What's My Line (10:30 p.m.)	CBS-TV	22.9
Mon., June 15	Danny Thomas (9 p.m.)	CBS-TV	21.3
Tue., June 16	Rifleman (9 p.m.)	ABC-TV	24.6
Wed., June 17	Wagon Train (7:30 p.m.)	NBC-TV	24.1

Copyright 1959 American Research Bureau

TV COMMERCIAL PREVIEW

A new tv commercial format for Mary Ellen's Distributors, Berkeley, Calif. (jams & jellies), consists of a humorous take-off on life among the English aristocracy—the absent-minded, irascible lord who reads the *London Times* and his unruffled lady who tolerates his idiosyncrasies.

One of several commercials in the same genre, scheduled to run in about two weeks in five major west coast markets where Mary Ellen's sponsors *Treasure Hunt*, opens with Lady Safetyseal reading a letter from Reggie, their son in America, and Lord Safetyseal, with shotgun poised at the window, is shooting "pesky rabbits."

LADY S.: "I do wish you'd stop poking that gun of yours out of the window and come sit down. We've got another package from Reggie in America.

LORD S.: Can't talk to Reggie now. Got to get rid of those pesky rabbits in the garden.

LADY S.: Reggie's not here, dear. He went to American four years ago. Remember? And he's sent us a jar of Mary Ellen's peach jam. My! Looks delicious."

But his lordship answers abstractedly and irrelevantly as Lady S. keeps up a barrage of praise for Mary Ellen's products. Lady S. finally chides the lord for not paying attention.

LORD S.: "Not paying attention? Mary Ellen's peach jam! Cup to cup! Flavor of the fruit, not the sweetness of the sugar! Right at the nearest grocer. Mary Ellen! I know that!

You think I'm balmy or something! Hah! [Two shotgun blasts].

The commercials were created under the supervision of the client's agency, Guild Bascom & Bonfigli, San Francisco. The writer was Maxwell Arnold, vice president and copy director of GR&B. Production supervisor was Karl Gruener of GB&B's Hollywood Office. The producer was ARCO Productions, Hollywood.

of the idea and identify the client he has in mind. "If the idea is not usable, we can tell him so then and save a lot of time all around," she commented. "If it sounds feasible, we'll ask him to submit it in writing."

With many stations and limited budgets, not every station is going to get on every EWR&R clients' list, Miss Bullis reminded. "We'll be glad to explain the reasons to any station who lost out," she stated, but asked that they please wait until "after the campaign has been bought and we have time to sit down and talk with you."

At a board meeting the previous evening, Robert M. Light, managing director of SCBA, was elected president of the organization, whose members include 62 radio stations in Southern California.

Furniture men told best buy broadcasting

Furniture dealers received almost identical advice on advertising strategy from spokesmen for the radio and television media last week. Each espoused the use of his own medium to reach customers in the suburbs who are often missed by newspapers.

In separate talks before The ARM of Retail Merchants Inc. in Chicago last Wednesday (June 17), Howard P. Abrahams, vice president, retail sales, of the Television Bureau of Advertising and Robert H. Alter, manager of sales administration, Radio Advertising Bureau, underscored the superiority of his own medium over newspapers. They both concluded that newspapers, which receive the bulk of the retailers' budget, fail to provide dealers with adequate coverage in the suburbs.

Mr. Abrahams made the point that tv reaches both city and out-of-city homes, in contrast with newspapers which do not reach suburban readers "sufficiently." He added that tv also is effective in communicating advertising messages to "young families," which he called "the best customers for furnishings."

Mr. Alter pointed out that furniture dealers allot 80% of their budget to newspapers, which he called "a medium that misses a large part of the furniture dealer's best potential—the suburbs." Radio, he added, not only penetrates the entire market but "allows you to pinpoint specific audiences."

MISSIONARIES
Farm chautauqua held on Madison Ave.

The National Assn. of Television & Radio Farm Directors, meeting in New York for the first time, held its annual spring - summer convention last week (June 17-20). Assembling at the Statler-Hilton Hotel, their chief objective was to tell Madison Avenue that the nation's farmers make up a large, important segment of purchasing power and farm programming is the best way to share in it.

"Agencies know relatively little about farm programs or their audience," Donald Frost of the radio sales representative Peters, Griffin & Woodward Inc., New York, told NATRFD members at the Thursday afternoon panel session on "This Business of Marketing." This lack of knowledge can be changed to a profit-making position for reps, agencies and stations, Mr. Frost said, if the stations will keep their reps informed of their programming and service activities.

"In the past year I have not had one broadcast media salesman come to my office," M.E. Carroll, vice president marketing, Minneapolis - Moline Co. (farm equipment) told the group Thursday. "M-M does not use much radio-tv advertising," he said, "and the reason is nobody has tried to sell us on broadcasting. We would like to know how many people you reach, how many potential customers we have with your listeners and what impact you have on buying decisions of customers. With a little shorter line of communication we can all make a buck," Mr. Carroll remarked.

While the Thursday session was an opportunity to hear what is demanded from the radio-tv farm directors, Friday morning was given over to the NARFD's own presentation, "Make the Big Reach Even Bigger." This session was arranged by various rep firms and stations. Agency representatives were invited to hear the full message of the farm broadcasters. They were told how they can share in the annual $37.8 billion farm market. On early morning farm programs advertisers can reach consumers at a non-competitive time, the group was told. In addition, farm broadcasting attracts many non-farm people—other early-risers and businessmen closely associated with farm market development.

Channel 3 is First By All Surveys

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12- Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Feb. 8-Mar. 7 '59 (Station Area)
WREC-TV	**223**	**251**	**267**
Sta. B	110	109	66
Sta. C	57	19	51

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

GRAND TOTAL...

Today, for the 94th consecutive rating period since July 1955, THE CBS TELEVISION NETWORK is attracting the biggest average nighttime audiences in television.*

Since the latest television season began last October, the Network has provided its advertisers not only with the greatest average nighttime audiences but with the largest average daytime audiences as well. It has also averaged as many of the Top 10 programs and as many of the Top 40 as the other two networks combined.**

This record provides the simplest explanation of why the CBS Television Network is today for the seventh consecutive year the world's largest single advertising medium.

*Nielsen Television Index, 2nd May Report

**NTI, October 1958—May 1959; Average audience basis; nighttime, 6-11 pm, Sunday-Saturday; daytime, 7 am-6 pm, Monday-Friday

CONTADINA'S 'SELFISH' REASON

Stays with radio-tv alone because of payoff

Because "the tv set and the radio set have become important members of the family" and because "people are looking more and more to broadcast media for their entertainment and information," Contadina Foods concentrates most of its advertising money in broadcasting. Martin L. Morici, vice president for sales and advertising, said this last Monday (June 15) to the Hollywood Advertising Club.

"We've been doing so [concentrating on radio and tv] for four years now, for one very selfish reason: We want to move goods," Mr. Morici stated. "Past experience and a look at our sales curve proves this decision is a wise one. We will continue to concentrate our advertising efforts in broadcast media. At least, until many millions of Americans suddenly change their habits."

Mr. Morici traced the history of Contadina's broadcast advertising, playing recordings of the company's radio commercials—"From the East to the West, every one is undressed. . . . Contadina's ripe peeled tomatoes," "Who put eight great tomatoes in that little bitty can?" —and films of the tv spots to illustrate his talk.

The off-beat commercials stand out so vividly that people talk about them, he reported, adding: "That's important. We not only want to be heard, but we want to be talked about later. This stretches our advertising dollar." Those dollars were limited in 1954, when Contadina was fighting for shelf space against tough competition, he said, and "the more we discussed the problem with our agency, the more apparent it became that there was just one correct solution: spot radio.

"The results are history. So successful was that first campaign that we were actually completely out of the product long before the new crop of tomatoes was ready for harvesting."

Expansion into Tv • Contadina continued its off-beat commercials on radio year after year and last fall went into tv for the first time, using the same comedy approach, but concluding each tv spot with a straightforward recipe and cooking demonstration to show young housewives what tomato paste is and how to use it.

"We have been using spots in eight-week flights," Mr. Morici said, "rather than on a continuing 52-week basis. During these flights, we attempt to dominate the medium with as heavy a schedule as possible. We use as many as 180 spots per week in a market. In other words, when we advertise, we attack with saturation impact. As a result, radio listeners are 'Contadina conscious' for a relatively short period of time. But, during this time, we are able to establish lasting buying habits and brand loyalty."

Nelson Carter, vice president of Foote, Cone & Belding, L.A., and president of Advertising Assn. of the West, installed the Hollywood Ad Club's new officers at the meeting, final one of the season.

• Business briefly

Time sales

• American Motors Corp., Detroit, is renewing its Friday night saturation tv campaign for the Rambler car in more than 70 markets (BROADCASTING, May 4). The Rambler schedule extends through the weeks of July 10, 17 and 24. Agency: Geyer, Morey, Madden & Ballard Inc., N.Y. and Detroit.

• Olin Mathieson Chemical Corp., N.Y., has renewed *Small World* for the 1959-60 season on CBS-TV, beginning Oct. 4 (6-6:30 EDT). The program, produced by Edward R. Murrow and Fred W. Friendly, won several awards during its first tv season. Agency: D'Arcy Adv., N.Y.

• Kitchens of Sara Lee (bakery products), Chicago, buys two weekly segments of CBS-TV *Captain Kangaroo* (Thurs., Fri., 8:45-9 a.m. EDT) starting June 25. Agency: Cunningham & Walsh, Chicago.

Agency appointment

• Northam Warren Corp., Stamford, Conn., names Doherty, Clifford, Steers & Shenfield, N.Y., for its Cutex line of lipstick, nail polish and manicure items. The account formerly was at Doyle Dane Bernbach, N.Y. Billing on the account, an active spot radio-tv user, is approximately $1 million.

• Also in advertising

• Chesebrough-Pond's Inc., International Div., N.Y., reports advertising control for the company's markets in Chile, Uruguay, Paraguay and Brazil has been switched from New York to Buenos Aires in line with a policy of decentralizing overseas operations. Advertising responsibility in these South American areas is transferred to Juan Carlos Bernsau, advertising and merchandising manager of Pond's Argentina.

• Tatham-Laird Inc., N.Y., has moved from 3 E. 54th St. to 420 Lexington Ave. New telephone: Murray Hill 9-8733.

• Fuller & Smith & Ross Inc., N.Y., located since 1938 at 230 Park Ave., is moving to 666 Fifth Ave. where it will occupy the 36th and 37th floors.

• The McCarthy Co. of New York has been established as a subsidiary of the McCarty Co. Adv. of Los Angeles, with offices at 60 E. 56th St. Robert Holley, executive vice president of the New York company, is head of the office. The new company replaces a former affiliate, the McCarty Co. Adv. Inc., which is changing its name, according to H. E. Cassidy, president of the Los Angeles parent agency.

• West Assoc. is the new name of Bill West Adv., L. A. Staff appointments: Roger Kennedy and John Graham named art director and assistant art director, respectively. Both formerly served the agency as free lance artists. Gloria Rossi, formerly publications assistant, *Kiwanis magazine*, Chicago, named traffic coordinator. Address: 1144 S. Robertson Blvd.

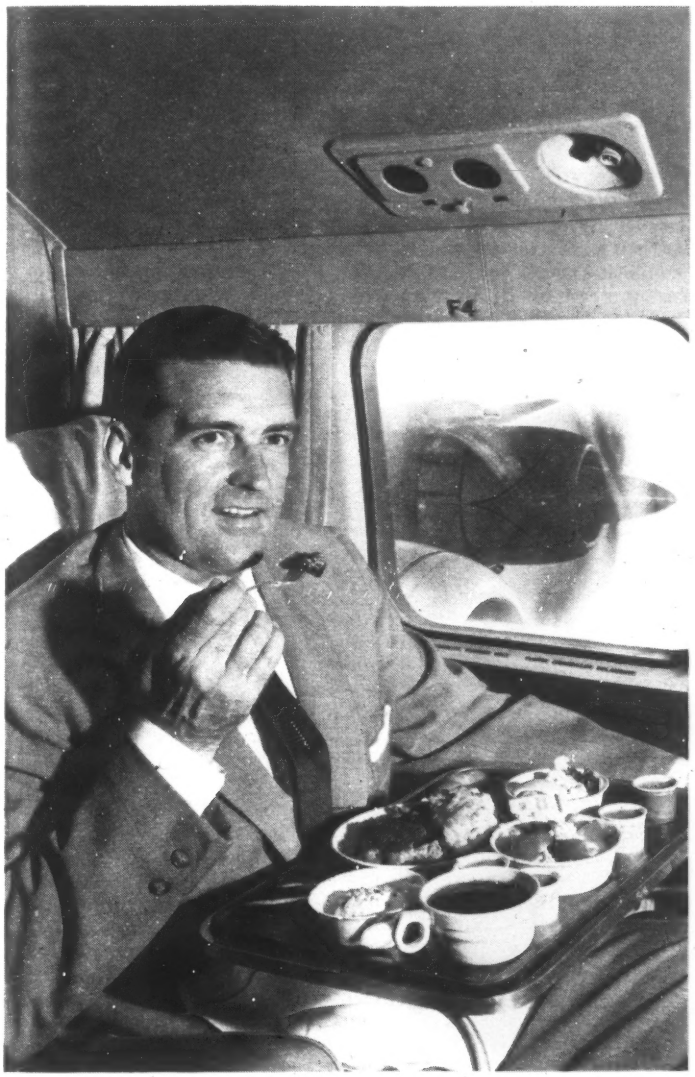
• Northwest Adv. Agency now is located at 1645 Hennepin Ave., Minneapolis 3. Telephone: Federal 6-9311.

• Mexico City has established Etica Comercial, A. C., patterned after the American Better Business Bureau. The BBB reports that Etica Comercial is sponsored by the Rotary Club of Mexico City under the presidency of Jose Riojas Guerra, operations head of The Rudolph Wurlitzer Co. division there. Eduardo Garcia Godoy is manager. Address: 463 Melchor Ocampo, Mexico 5.

• Commercial Adv. Assoc. Inc. (subsidiary of Commercial Recording Corp.), Dallas, Tex., has been formed to produce radio-tv advertising campaigns. Executives: Tom Merriman, president; Bob Farrar, executive vice president-creative director; Dick Morrison, vice president-account executive, and Jerry Blum, account executive. The radio-tv portion of Baker's hair tonic ad budget is assigned to CAA. Telephone: Riverside: 8-8004.

• A $100,000 damage suit by Robert L. Sande and Larry Greene against Radio Recorders for breaching copyrights in its new air check service (BROADCASTING, June 15) has been postponed to June 29 in U.S. district court in Los Angeles.

Man who "never uses" the railroads



The food he's eating . . .
The airplane he's riding in . . .
The car waiting for him
at the airport . . .
The new ranch house
he'll sleep in tonight . . .

They've come to him all or part of the way on the railroads — either as raw materials, as component parts, or as finished products.

Man who "never uses" the railroads? There's never a day when he doesn't!

Railroads carry more of the things you use than any other form of transportation. And they save you money, too — because railroads are a *low-cost* way of shipping freight.

Financially sound, progressive, and strong railroads are essential to a dynamic American economy and to our national defense. It is of vital interest to everyone that the railroads be given the equality of treatment and opportunity upon which their health depends — now and in the future.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.

ODDS IMPROVE ON SEC. 315 CURE

Senate unit receptive to changes; House hearings next week

Prospects brightened last week for at least some relief for broadcasters from the mixed-up political broadcasting law as a Senate subcommittee began hearings on four bills to amend it.

Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, repeatedly emphasized that Congress must do something about the situation —and that his committee would act expeditiously.

A member of the committee, Sen. Vance Hartke (D - Ind.), continually plumped for support for his bill, the broadest and most palatable to broadcasters.

In other Washington equal time developments last week:

• Rep. Oren Harris (D-Ark.) said his House Communications Subcommittee would hold equal time hearings June 29-July 1 with emphasis on the Justice Dept. intervention in the Lar Daly-Chicago case (see page 55).

• The FCC, by a 5-2 vote, reaffirmed its February decision that Lar Daly was qualified for equal time following appearances by his opponents for mayor of Chicago on local newscasts (see page 55).

Bills under consideration by Sen. Pastore's subcommittee include S 1828 by Sen. Hartke with an additional 12 senators as co-sponsors, S 1585 by Sen. Gordon Allott (R-Colo.), S 1604 by Sen. Strom Thurmond (D-S.C.) and S 1929 by Sen. Spessard Holland (D-Fla.). The last three bills are limited to reversing the FCC's Lar Daly decision by exempting bona fide newscasts from Sec. 315. In addition, Sen. Hartke's bill also would relieve broadcasters of responsibility for libel as a result of aired political statements and "qualified" candidates under Sec. 315.

Attendance by members of the subcommittee at last Thursday's session indicated the high interest of the Congress in the political broadcasting problem. Six of the eight members were present at least part of the time and, in addition, Sen. Warren Magnuson (D-Wash.), chairman of the full committee, sat in on the testimony. The hearings continued last Friday, were recessed today (June 22) and will resume tomorrow through Thursday (June 23-25).

Hartke Views • "We face a great task in these hearings," Sen. Hartke asserted in an opening statement. "First, we must protect the public's right to know. We must encourage radio and tv licensees to broadcast and telecast news about political candidates and campaigns and to encourage free debate of the issues in these campaigns.

"Second, we must protect the rights of all candidates to see that the air is used to the interests of all. Without this, our primary goal is impossible." He said the "seemingly inconsistent position of the Commission can to a great extent be explained by the lack of any definite statement of congressional policy in Sec. 315."

As currently drafted, Sen. Hartke's bill defines qualified candidates for President and Vice President. He also has drafted an amendment spelling out qualifications that must be met by lesser candidates to be eligible for equal time.

The Indiana Democrat closely questioned Thursday's witnesses on provisions of S 1858 which are not covered in the language of the other three bills under consideration. In many instances, he elicited support for his much broader measure.

FCC Testimony • Comrs. John C. Doerfer and Frederick W. Ford represented the Commission. Mr. Ford offered a proposed addition to Sec. 315 which immediately won the approval of Sen. Pastore. Submitted and approved by a majority of the FCC Wednesday (June 17), the Ford proposal would add a new paragraph to the act stating:

"Provided, that newscasts and special events such as political conventions shall not be considered a use within the meaning of this section, but this proviso shall not exempt licensees who broadcast such news and special events from an objective presentation thereof in the public interest."

Comr. Ford, who spoke for the FCC majority voting to uphold the Lar Daly decision, said his proposal had received approval by a majority of the Commissioners. Under questioning, he said Comrs. Robert E. Lee, John Cross and

Urge major cure-all • CBS Vice President Richard Salant (l) and CBS Inc. President Frank Stanton listen closely to preceding testimony before Mr. Stanton pleads for Hartke bill.

Back limited changes • Sens. Gordon Allott (R-Colo.) (l) and Spessard Holland (D-Fla.) plead for exemption of newscasts only; warn broader amendments will bog down any action in controversy.

FCC commissioner sentiments • Comr. Frederick W. Ford (l) submits proposal favored by FCC while Chairman John C. Doerfer advocates Sec. 315 repeal by step-by-step procedure, if necessary.

Warns of gag • NBC Board Chairman Robert W. Sarnoff predicts curtailment of radio-tv news coverage unless gag is lifted.

For partial change • Chairman John Pastore (D-R.I.) expresses strong sympathy for limited amendments; warns repeal is out.

Hoosier with a plan • Sen. Vance Hartke (D-Ind.) presses witnesses, with notable success, for support of his equal time solution.

Rosel Hyde gave unqualified endorsement, Comr. Doerfer picked it as his "second choice" solution, while Comrs. Robert T. Bartley and T.A.M. Craven dissented. No formal vote was taken, with only informal opinions expressed.

Doerfer for Repeal • Comr. Doerfer gave the committee his "personal" views on Sec. 315, speaking individually and not for the FCC. "In my opinion, Sec. 315 should be repealed," he said bluntly. "Programming of political candidates should be left to the judgment of the broadcast licensee. Bias or prejudice should not be subject to the same sanctions as the unfair treatment of controversial matters are handled today.

"The broadcasters were never given the opportunity to demonstrate their ability to present political candidates in a fair and impartial manner. It is inconceivable to me that a broadcaster would risk the loss of a valuable privilege—his license—by attempting to discriminate unreasonably between contending candidates and the public's

right to see and hear news programs.

"The hazards, hardships, inequities and inequalities flowing from Sec. 315 are matters of common knowledge. Applying the measure of experience, the bad outweighs the good. This provision, like prohibition, has been a 'noble experiment'. The weakness of prohibition brought on its repeal. Sec. 315 is ripe for similar treatment."

In answer to Sen. Pastore, Comr. Doerfer said that he had been trying to sell his views to commissioners for the past five years. "I would say they disagree with me," he said. To which Sen. Pastore observed: "Maybe in time Sec. 315 will be repealed," but he left no question that he doubted that time has come. By the same token, he made it plain several different times that he expected the Senate, at least, to revise the act.

The Hartke bill, Sen. Pastore said, is a good starting point but it, too, probably goes further than Congress will accept. Comr. Doerfer said that he is "heartily in favor of a step-by-step approach" to repeal of the controversial section.

The commissioner agreed with Sen. Hartke that the Lar Daly decision will open the flood gates to uncounted additional demands for equal time during the 1960 campaigns. Also, they both agreed, it will lead to a cutback in the news coverage of radio-tv stations to the detriment of the public. Further agreement was reached that Congress needs to clarify and define a qualified candidate.

Stanton Testimony • Frank Stanton, president of CBS Inc., said the problem has not been whether to change Sec. 315 but rather how to change it. He urged immediate approval of Sen. Hartke's bill, S 1858. While it is not a cure-all, "the great danger is that we will delay correcting the fundamentals because we cannot find all at once the solutions to scores of details," the CBS president said.

"This bill is not only of first importance to broadcasters. It is . . . even more important to the public and its full participation in the democratic process," Dr. Stanton said. Radio's and television's "great potential contributions to the democratic process have been frustrated by the rigidity and unrealism of Sec. 315," he added. Whatever the objectives when the bill originally became law, he said, 30 years of experience shows that the section represents a good idea gone completely wrong.

"The inescapable conclusion is that Sec. 315 does far more harm than good and that its result is neither to increase diversity of opinion nor expand free speech but rather as a matter of practical necessity is a compelled suppression and blackout," Dr. Stanton maintained. He outlined these three major areas in which the Hartke bill would aid broadcasters:

(1) It relieves broadcasters of the obligation to give equal time to insignificant and fringe candidates. "The bill recognizes the political reality that normally ours is a two-party system. Up to now, broadcasters have been forbidden to recognize this fact of political life."

(2) It exempts news documentary, panel discussion, debate, or similar programs under the exclusive control of the broadcaster from the equal time requirements.

(3) "The third important step forward, and perhaps the most urgent one, . . . is the legislative exemption from the reach of Sec. 315 of any regularly scheduled bona fide newscast." Actually this is not a step forward but a recovery of lost ground, Dr. Stanton said.

Simple Mathematics • If the Lar Daly decision is allowed to stand, one conclusion is inescapable, the CBS president stated. "Simple mathematics establishes that we will have no choice but to turn our microphones and cameras away from all candidates during campaign periods. For the first time in American history, there will be a federally enforced blackout on full electronic news coverage on grounds which have nothing to do with national security."

The witness pointed out that a presidential election year is just six months off. "There is not time to draft legislation that will answer every objection to either Sec. 315 or the remedial legislation. The urgent thing is to take care of the most prevading and besetting dangers. . . . The Hartke bill does furnish direct relief to those of the primary destructive effects of Sec. 315 which can most readily be dealt with.

"Its prompt passage can very well mean the difference between the survival of free journalism in this country and the beginning of an erosion that can be interpreted as nothing less than the negation of democratic principles as old as the republic. Equally important, it can mean the difference between brodacasting contributing importantly to the election process and

FCC dislikes Sec. 315 amendments

The FCC told Congress last week that it doesn't like the proposed legislation which would exempt newscasts from the provisions of Sec. 315. The written comments were filed with the Senate and House Commerce Committees as official statements of the full FCC, which adopted them June 17.

Following basically the approach it maintained in the Lar Daly ruling (see page 55), the Commission told Congress that enactment of these revisions would give rise to "serious and difficult administrative problems which would be almost impossible to decide."

One of the major problems, the Commission said, was that the FCC would be required to determine whether a newscast is regularly scheduled and *bona fide*.

The same objection was raised to the phrasing that the newscast "be determined in good faith in the exercise of the broadcaster's judgment to be a newsworthy event and in no way designed to advance the cause of or discriminate against any candidate."

Both of these provisions should be deleted the Commission said.

In one paragraph the Commission contended that broadcasters don't know the meaning of the word "fair."

It urged that the phrase "fair and equal" should be eliminated because "the word 'fair' as used in the broadcasting industry to describe a licensee's statutory obligation to be fair and impartial in allowing divergent viewpoints on controversial public issues to be expressed via a station's facilities, has come to mean something less than equal. . ."

The Commission also urged that candidates themselves be required to determine their eligibility as legally qualified candidates.

In discussing other bills, the Commission endorsed provisions which would grant immunity from libel suits for expressions made by a candidate appearing under Sec. 315. One clause now prohibits a broadcaster from censoring a political candidate's speech. The FCC raised the question, however, how this immunity would be carried over to candidates appearing on news or discussion programs if Congress expressly exempted them from the requirements of Sec. 315.

being merely the purveyor of time. And the difference depends upon how promptly this subcommittee and the Congress act."

Hands Are Tied • In answer to questions, Dr. Stanton said that broadcasters are operating "with one of our hands tied behind us. . . . If you confine yourselves to just reversing the Lar Daly decision, I think you are short changing all of us—that is, the people." The Hartke bill is the only measure pending which will give broadcasters freedom in panel and debate shows, he maintained.

"This committee is going to be very desirous of doing something," Sen. Pastore said but throughout the day indicated the relief probably will not go as far as that advocated in the Hartke bill.

Dr. Stanton promised that if Sec. 315 is modified, CBS will offer debates and discussion in prime evening time during the 1960 campaigns.

Robert W. Sarnoff (NBC board chairman) • In a statement prepared for delivery before the subcommittee Friday, Mr. Sarnoff charged that "an irksome, self-defeating section of the law, poorly conceived and difficult to administer, has imposed on the public too long. Most recently it has generated an administrative interpretation so absurd that it has aroused a national outcry of indignation."

Because of Sec. 315, he said, an onerous burden is being borne by the American electorate. "It takes the form of a severe restriction on the public's right to be freely informed and it weighs most heavily in the most vital area which that freedom is intended to protect—the enlightened exercise of the ballot," Mr. Sarnoff told the senators.

Sec. 315 has a history of frustrating the very ends it was designated to serve, he continued, but never has it aroused such profound frustrations as in the Lar Daly decision. "The ruling is unsound in principle, unrealistic in practice and harmful in effect. Its clear and immediate effect is to clamp a political gag . . . on the eve of a national political campaign. Unless the gag is lifted during the current session of Congress, a major curtailment of tv and radio political coverage in 1960 is inevitable."

Supports Minor Amendments • Mr. Sarnoff, in advocating all the provisions of the Hartke bill with NBC-suggested minor amendments, said the only way to remove the destructive effects of Sec. 315 is through legislation. "It has been a deterrent rather than a stimulant; it has clogged the political pump it was intended to prime," the NBC executive stated.

Participation of political candidates on panel shows and interview programs should not be considered as "use" under Sec. 315, he said, and promised that if Congress acts, NBC will make ample time available to major Presidential and Vice Presidential candidates during the 1960 race.

In stamping NBC's approval to the four bills being considered by the committee, Mr. Sarnoff incorporated in his statement suggested amendments to the bills. As Sen. Hartke has proposed, Mr. Sarnoff also advocated extending the definition for qualified candidates to state and local office seekers.

Holland Testimony • Sen. Spessard Holland (D-Fla.) argued for limited revision of Sec. 315. "Worst situation that has arisen in the field of politics in my time" is the way he described the FCC's latest equal time ruling. His bill (S 1929) "is designed for one purpose and one purpose only, which is to overcome the strained interpretation of Sec. 315 . . ."

The senator said the scope of S 1929 was limited to the newscast exemption because "time is of the essence and efforts to repeal or substantially amend Sec. 315 would lead us into very technical and controversial areas. . . ." Complete repeal at this time is not the solution, Sen. Holland said, and the industry is unrealistic in seeking repeal if it wants timely relief from the Lar Daly case.

Sens. Hartke and Pastore questioned their colleague at length about his bill and other pending amendments. Sen. Holland said that he is not opposed to the Hartke bill but would resist any effort to add controversial language to S 1929. He said that it is the duty of Congress to help the broadcasting industry by passing legislation that is clear. However, portions of the Hartke bill going beyond the newscast exemption are controversial and "will hold up and delay and will possibly defeat this vitally important legislation," Sen. Holland maintained.

Sen. Pastore agreed that the FCC interpretation has led to a "ridiculous situation and we should cure that situation."

In answering Sen. Hartke, Sen. Holland said that it would be "unreasonable" to require a candidate to receive 1% of presidential vote in the past election to be eligible for equal time because this would be a federal encroachment upon state rights.

Allott Testimony • Sen. Gordon Allott (R-Colo.) said the FCC's Lar Daly decision "abridges radically the freedom of radio and tv and consequently their usefulness to our society. It will necessitate, on the part of the broadcasting industry, a negative approach to the role that broadcast journalism plays in our present way of life."

The "crippling" decision, the senator said, deprives broadcasters of the important right to make their own decisions about programming. "The practical effect may well be to eliminate coverage of political campaigns by radio and tv," Sen. Allott stated. "Judgments as to the newsworthiness of any event concerning candidates will no longer be made on a basis of their news value; they will have to be made with an eye to the amount of time which must be given the candidate's opponents, present and potential."

Sen. Allott pointed out that his bill (S 1604) would safeguard reasonable equal time requests but would exempt straight news coverage. He said that probably the entire section should be reviewed but that would require long, complicated investigation. "The problem created by the recent decision is an urgent one, a potent one, and one which can be easily and simply corrected by the amendment I have offered," Sen. Allott said.

The senator also entered in the

Equal time for a king • Bishop Homer A. Tomlinson, general overseer of The Church of God, who also counts himself as "King of the World" plans to face the subcommittee this week with a plea for minority parties in application of equal time. Here Brother Homer, as he also describes himself, examines one of his publications which he distributed at last Thursday's hearing. In it is reported his unsuccessful quests for the presidency in 1952 and 1956, but with a forecast that he would be elected into office on Nov. 8, 1960. Brother Homer, of Queens Village, New York, will have as his vice-presidential running mate Bishop John L. Rogers of Missouri.

it's Unanimous

BOTH HOOPER AND PULSE PROVE . . .

KIMN

DELIVERS THE GREATEST IMN-PACT IN THE DENVER AREA!

HOOPER SAYS:

FIRST

APR.-MAY, 1959

PULSE SAYS:

FIRST

JAN.-FEB., 1959 - in most ½ hrs.

KIMN
5000 WATTS
950 KC
Cecil Heftel, Pres

KEY STATION OF THE INTERMOUNTAIN NETWORK

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

BUYING

RATINGS . . . ?
COVERAGE . . . ?
COST PER THOUSAND . . . ?

Then Check

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

in America's 71st TV market

Your PETRY man will fill in details

NBC
ABC

E. Newton Wray
Pres. & Gen. Mgr.

record statements from several Colorado broadcasters urging the amendment of Sec. 315. They were by Hugh Terry, KLZ Denver, William Grant, KOA Denver, Harry Holt, president of the Colorado broadcasters' association, Russell Shaffer, KBOL Boulder, and Clif Hendrix, KCSJ Pueblo.

Voice from Past • Ex-Sen. Clarence Dill (D-Wash.) was a surprise witness. Sen. Dill told the committee what Congress meant with the word "use" in the original enactment of the Communications Act. Sen. Dill was the principal author of the radio act when it was first passed in 1927 and was chairman of the Senate Commerce Committee when the Communications Act was adopted in 1934.

Sen. Dill said that "use," as embodied in the act, was intended to mean that a candidate had to initiate his appearance on a station. "There is no doubt about it," Sen. Dill emphasized. "Nobody ever thought about it any other way."

He said it would be "extremely unfortunate" for Congress to repeal Sec. 315, but that the FCC should be given discretion and authority in applying its principles. He said it is impossible to cover all situations by statute and that the FCC should have the authority to deny time to splinter candidates.

Any amendment to the act should be made as brief and simple as possible, he urged, but the equal time provision was never meant to cover legitimate newscasts.

Mrs. Bullitt's Testimony • Mrs. A. Scott Bullitt, president of King Broadcasting Corp., said there are two respects in which the improvement of Sec. 315 is seriously needed.

One would be a proper interpretation of the word "use" as used in the act and the other would be adequate protection for the broadcaster against libel. On the whole, she said, the FCC has administered Sec. 315 "wisely and fairly" but that the Lar Daly decision produced "very undesirable results."

"I believe that a broadcaster should not be forced to the Hobson's choice of failing to carry a leading news item," Mrs. Bullitt said, "or, if it carries the item, of making available valuable time without cost to all competing candidates."

She urged that Congress act to clarify the libel and newscast provisions before the next general elections.

Under questioning by Sen. Hartke she said she supported his bill.

Hall's Testimony • Payson Hall, director of Meredith Publishing Co. stations, said Sec. 315 has the effect of unduly restricting the ability of stations to provide essential informative programs and compels them to devote time to purposes which fail to serve the public interest. He strongly advocated that provision of the Hartke bill which defines a "qualified candidate" under the meaning of 315.

"The fringe candidates will no longer be able to deprive people of the opportunity to see and hear substantial, qualified candidates," he said, and stations no longer would be obligated to set aside substantial blocks of time for fringe candidates.

Mr. Hall also called for passage of proposals to exclude news coverage from Sec. 315 and to relieve broadcasters from responsibilities for libel, all provisions of the Hartke bill. He said "exceptional cases" will arise when a station may depart from fair play but these should not be dealt with by "strait-jacketing" all programs in which a candidate might incidentally appear.

More for the Record • Additional statements were entered in the record by Sen. Eugene McCarthy (D-Minn.); Rep. Joseph Barr (D-Ind.), sponsor of a House bill identical to the Hartke measure; W.H. Lancaster, president of WJHL Johnson City, Tenn.; Harlan B. Snow, KSIS Sedalia, Mo., and Charles Crutchfield, vice president and general manager of WBTV (TV) Charlotte, N.C.

The National Assn. for Better Radio & Tv submitted a statement urging Congress to leave Sec. 315 as it is. Stating the equal time provision is the only specific requirement placed on licensees, NABRT stated: "We fear that the destruction of this one specific standard would be the first step in an erosion of the broadcaster's responsibility for fair and impartial news coverage.

"We have no doubt that if the standard were eliminated in the narrow field in which it specifically applies, the broadcasters would regard this elimination as a signal that they are permitted to relax these standards in other aspects of elections and news coverage."

Harold Fellows, NAB president, is the first scheduled witness when the hearings resume tomorrow. He will be followed by Donald McGannon, president of Westinghouse Broadcasting Co.; Palmer Hoyt, publisher of the *Denver Post;* Rex Howell, KREX-AM-TV Grand Junction, Colo.; Victor Sholis, WHAS-AM-TV Louisville, and D.B. Lewis.

Wednesday witnesses will include Ralph Renick, WTVJ (TV) Miami, and president of the Radio-Tv News Directors Assn.; James A. Byron, WBAP-AM-TV Ft. Worth, president of Sigma Delta Chi; Edward Barrett, Columbia U.; F. Van Konynenberg, WCCO-AM-TV Minneapolis; Tom Chauncey, KOOL-AM-TV Phoenix; Robert B. McConnell, WISH-AM-TV Indianapolis.

Paul Morency, WTIC-AM-TV Hartford, Conn., and "King of the World" Homer A. Tomlinson, candidate for President in the 1960 elections.

On the stand Thursday will be John E. Stemple, journalism professor at the U. of Indiana; E.G. Harris, U. of California; Walter Brown, WSPA-TV Spartanburg, S.C.; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB freedom of information committee, and Lamarr Newcomb, WFAX Falls Church, Va.

This witness list is tentative with additions and deletions expected.

On the Senate floor Sen. Kenneth Keating (R-N.Y.) interrupted Senate debate on the nomination of Lewis Strauss as Secretary of Commerce to say that amendments to Sec. 315 must not hurt major third parties. He said he was in favor of legislation to clarify the statute but warned that "in their zeal . . . some sponsors seek to go too far. . . . We should not tolerate a complete blackout of substantial parties."

FCC AFFIRMS ITS DALY RULING

Sec. 315 still held to cover newscasts; stations are not 'free' as newspapers

The FCC last week said Sec. 315 was all-encompassing. This was its stand in officially affirming its four-month-old ruling that appearances of political candidates in newscasts invoked the equal opportunity provision of the Communications Act.

The Commission stood steadfast on this opinion in denying petitions for reconsideration of its Lar Daly ruling last February. These were filed by CBS, NBC, Westinghouse Broadcasting Co. and U.S. Attorney General William P. Rogers.

Two commissioners dissented last week. They were Chairman John C. Doerfer and Comr. T. A. M. Craven. Comr. Cross dissented in part and concurred in part. Comr. Rosel H. Hyde issued a concurring statement.

The latest FCC ruling was again termed "ridiculous" by President Eisenhower. The President, through News Secretary James C. Hagerty, said that he had asked Mr. Rogers to look into the matter further.

In the most significant paragraph, the Commission said the word "use" as provided in Sec. 315, meant exposure to the public or appearance, irrespective of the format in which the candidate appeared.

Sec. 315 requires that if a broadcast station permits one candidate to use its facilities it must provide equal opportunity for all other candidates for the same office to use its facilities.

It All Began in Chicago • The case stemmed from the primary campaign earlier this year in Chicago. There the Democratic primary candidate, incumbent Mayor Richard J. Daley, and Republican primary candidate, Timothy P. Sheehan, were shown via film clips in newscases over local tv stations. Two clips showed Mayor Daley in ceremonial activities. One was when he greeted Argentina President Frondizi at Chicago Airport and the other showed the Mayor opening the March of Dimes polio campaign.

Perennial splinter candidate Lar Daly demanded equal time. The Chicago television stations asked the FCC for an interpretation and on Feb. 19 the Commission ruled that Mr. Daly's demands were justified. The FCC voted unanimously that seven of the nine newscasts fell under the equal time provisions of the Communications Act, but split 4-3 on the last two items.

All except the CBS-owned WBBM-TV gave Mr. Daly equal time.

According to the FCC Mr. Daly was due the following amounts from these stations:

• WBBM-TV—6 minutes, 53 seconds.

• WNBQ (TV)—9 minutes, 51 seconds. (NBC-TV).

• WGN-TV — 1 minute. *(Chicago Tribune).*

CBS petitioned for reconsideration. It was joined by NBC and Westinghouse Broadcasting Co. Following President Eisenhower's expression that the ruling was "ridiculous," Attorney General Rogers also filed a brief asking the Commission to reverse itself.

News Judgment Involved • The basic complaint was that the decision disrupted the editorial judgment of the stations in telecasting news events. It was also charged that the unrestricted interpretation of the word "use" in Sec. 315 was a twisted and distorted definition.

It was also asserted that the Lar Daly decision conflicted with an earlier ruling that held a news showing of a candidate does not invoke the equal opportunity clause of Sec. 315.

This was a reference to the Blondy case, decided in 1957. In this, Detroit television stations showed a group of judges being sworn in at courthouse ceremonies. One of the judges, a re-

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cess appointee, was a candidate for the position in the forthcoming election.

In its 50-page "interpretative opinion" last week the Commission told CBS it was wrong in not offering Mr. Daly the equal time he demanded following the FCC's Feb. 19 decision. It refused, however, to comply with Mr. Daly's request that the CBS petition be stricken because of this.

The FCC also turned down Mr. Daly's request that Chairman Doerfer disqualify himself from sitting in the case. Mr. Daly claimed that Mr. Doerfer should be disqualified because he had made public statements that he believed Sec. 315 should be repealed entirely. Mr. Doerfer did not participate on this point.

FCC also denied Mr. Daly's motion to dismiss the Attorney General's participation in the case and to "implead" (prosecute) WGN-TV. In the latter point, the FCC said that Mr. Daley had never demanded equal time of that station.

Key Points • In its opinion last week the FCC made these points:

• The primary and dominant purpose of Sec. 315, based on the legislative history of the provision, is "to put it beyond the power of a licensee to determine which legally qualified candidates for a particular office should be heard via radio once the station had permitted one candidate for that same office to use its facilities."

• Any exposure of a candidate is bound to benefit the candidate. Therefore the appearance in a newscast falls within the purview of Sec. 315.

• The language of Sec. 315 is unconditional and unequivocal. This leaves no room for Commission discretion in any cases brought before it.

• The Blondy case was decided on one set of facts; the situation at hand on another. The appearance of the candidate in the Blondy case was decidedly *de minimis*, at the most a second or two.

Semantics at Issue • There were two salient paragraphs in the FCC's opinion.

In one the Commission discussed the word "use." In the other, the FCC stated that broadcast stations are not newspapers.

Here is the paragraph on the semantics of the word "use":

"There are many definitions of the word 'use'. Use, of course, generally means usefulness, utility, advantage or productive of benefit. In the broadcast field, 'use' has taken on a secondary meaning. To permit a candidate to use a broadcast facility appears to mean, in the light of radio and television, to permit an advantage to the candidate or inure to the benefit of the candidate. This meaning appears to be the meaning which Congress had in mind in enacting Section 315. Congress there trusted that broadcast facilities would not be used so as to inure to the benefit of one candidate and to the disadvantage of another candidate or candidates. As the Commission has employed the word, it seems clear that the word 'use' is synonymous with 'appearance' and that the word appearance is essentially the same as the word 'exposure'. These words seem to import a meaning of showing publicly or offering to the public view or ear. In the instance of television, it seems apparent that it is the 'exposure' itself which constitutes the use of the facilities without regard to the format of the use. We believe that it was the intent of Congress to balance, insofar as it could, the advantages and the equities which flow from exposure on the broadcast medium."

What the Commission thinks of "electronic journalism" is contained in the following paragraph:

"It is true that news presentation by radio and television stations is of inestimable value to the public interest, a proposition with which no one can quarrel. It can be admitted also that a licensee, in its newsgathering functions, may be classified as an 'electronic journalist.' But it simply does not follow from this classification that station licensees have in every instance the exact freedom of choice in presenting the news that a newspaper enjoys. For all practical purposes, the respective areas of editorial choice are co-equal as between newspaper and radio, subject to the vital difference, however, that station licensees must be fair in presenting all important views on controversial public issues, and most importantly, subject to the explicit condition of Section 315 that candidates for public office must not be treated on a discretionary basis. As has been noted, these vital differences rest on the limited availability of spectrum space, as well as Congress' undoubted right, in consideration of the nature of the spectrum, to condition the use of the public domain in a manner designed to prohibit the abuses which might follow licensee discretion."

Minority Opinions • Chairman Doerfer went against the majority view on the ground that Congress meant the FCC to use its discretion in applying the provisions of Sec. 315. He maintained that a *bona fide* newscast should not be counted as a political broadcast. If abuses crop out, he said, stations should be prosecuted.

Comr. Cross dissented from the majority's view that any exposure means use. He felt that the Commission has the discretion to weigh the facts in each case and although he would not absolve all newscasts of Sec. 315, he expressed the view that the two news clips involving Mayor Daley in his ceremonious activity as Mayor were not political.

Comr. Hyde emphasized that in 1956 Congress was asked by CBS to exempt newscasts from Sec. 315 and refused. Since this is so, Mr. Hyde said, no discretion is left to the FCC. If any change is to be made, it must be made by Congress, he said.

Sec. 315 backwash douses Beall offer

Sen. J. Glenn Beall's (R-Md.) request that Maryland radio stations carry a weekly 5-minute "report" by the senator came at the wrong time for M.H. Blum, president and general manager of WANN Annapolis, Md.

"The plan has merit," Mr. Blum wrote the senator in declining the offer. "Unfortunately, there exists today a restraint on broadcasters which has prevented them from attaining equal access with the press. We refer specifically to Sec. 315 of the Communications Act," Mr. Blum wrote.

The WANN president said that he was sure the senator is aware of the "idiocies" of Sec. 315 and urged him to "lend his considerable weight to outright repeal" of the equal time provision during the Senate hearings beginning last week. Until the section is repealed, Mr. Blum said, WANN cannot carry the senator's program.

Two state broadcaster associations last week officially urged Congress to act favorably on the Hartke bill. In his capacity as president of the New Jersey Broadcasters Assn., Fred Walker, WTTM Trenton, wired all members of that state's congressional delegation. He said "early action is needed if broadcasting is to maintain a journalistic standing as far as political coverage is concerned."

Sen. Andrew Schoeppel (R-Kan.) placed in the *Congressional Record* a resolution of the Kansas Assn. of Radio Broadcasters urging that state's delegation to support the Hartke bill. The resolution was signed by Thad M. Sandstrom, WIBW Topeka, chairman of the resolutions committee.

Lar keeps firing

The man who caused it all—Lar (America First) Daly, the Chicago perennial independent candidate—has

been working the hustings overtime on the Sec. 315 issue.

The FCC last week denied him fourfold—on his request to strike the CBS petition for reconsideration, to strike the Attorney General's memorandum, to "implead" WGN-TV, and that Chairman Doerfer be disqualified (see story page 55).

Last week, the irrepressible Mr. Daly was still hard at it.

• He asked Sen. Pastore to postpone the Sec. 315 hearing until June 25.

• He asked the FCC to require the three television networks and Westinghouse Broadcasting Co., Mutual Broadcasting System and RKO Teleradio pictures to grant him free 30 minutes to broadcast his side of the equal time question. For the past three months, he said, only the broadcasters' side of the question has been presented to the American public. Same request was made of 23 tv stations.

• Under date of June 13 he circulated a questionnaire to all Indiana television stations asking six questions about their policies and actions when Sen. Vance Hartke (D-Ind.) was running for the office he won in the November 1958 election. Sen. Hartke is the author of the bill (S-1858) which would exempt legitimate newscast, discussion and forum programs from the provisions of Sec. 315.

Harris calls hearing on 7 Sec. 315 bills

Sec. 315 of the Communications Act was assured a thorough airing on Capitol Hill during the month of June when Rep. Oren Harris (D-Ark.) announced last week that his House Commerce Communications Subcommittee would hold hearings on the political equal time law June 29, 30 and July 1.

Unlike Senate hearings currently in progress (see story, page 50), however, the House version will highlight who attempted to pressure whom in the FCC's Lar Daly decision.

During Wednesday hearings by the Legislative Oversight Subcommittee on the FCC (see story, page 66), Rep. Harris complimented the Commission for affirming its Lar Daly decision "under the circumstances." He obviously was referring to a Justice Dept. recommendation that the FCC reverse itself (BROADCASTING, May 11).

By a straight partisan vote, Rep. Harris' Oversight Subcommittee accused the Attorney General of interference and attempting to pressure the FCC and asked him what right he had to intervene in the case (BROADCASTING, May 25). In a bitter dissent, Rep. John Bennett (R-Mich.), ranking minority member of both the Oversight and House

Another thriller-diller from WJRT—

"One if by land! Two if by sea!"

"And four if by WJRT, Ponsonby—the efficient way to cover Flint, Lansing, Saginaw and Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

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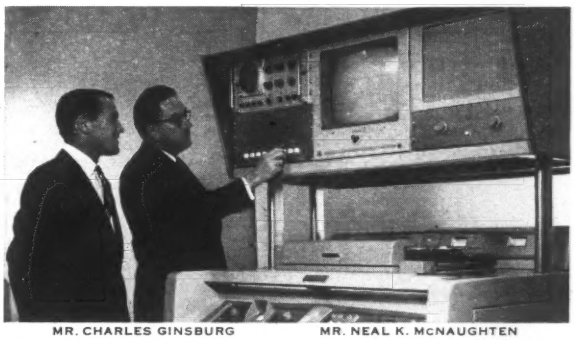
This new model of the widely accepted Ampex Videotape* Television Recorder is now being delivered to networks and stations everywhere. With many new features and a number of refinements, it brings even greater efficiency and convenience to station operation. For all of its new features, however, the "B" retains full compatibility with the over 360 Ampex VR-1000's already in operation, and so becomes a new and important part of the world-wide system of Ampex Videotape Television Recorders.

AND A MESSAGE OF IMPORTANCE TO THE TV INDUSTRY



MR. CHARLES GINSBURG MR. NEAL K. McNAUGHTEN

We at Ampex are asked many questions by station management about both tape recording and our equipment – questions directly related to the success of a television recorder installation. Of these, eight have stood out as particularly important, and they are answered here for you by Neal McNaughten, Manager of the Professional Products Division, and Charles Ginsburg, inventor of the Videotape Television Recorder . . .

HOW WIDESPREAD ARE AMPEX VR-1000 INSTALLATIONS?

"The first prototypes of the VR-1000 were delivered to the three networks, ABC, CBS and NBC in the spring of 1956. Since that time more than 360 production models have gone into service throughout the world – with over 250 of these in the U. S."

WHY ARE YOU INTRODUCING A NEW "B" MODEL?

"During the year-and-a-half that we have been producing the VR-1000 on a production line basis, a number of developments have occurred and new features have been introduced. Most of these have been offered in the form of kits from time to time to VR-1000 owners. Finally there were enough of these innovations to justify the introduction of the 'B' model."

WHAT ARE THE FEATURES OF THE NEW VR-1000B?

"Very briefly – guaranteed signal-to-noise ratio of 36 db for even finer picture quality. RF/RF inter-connection for finest quality tape duplicates. Faster tape start (2 sec.) for quick cueing. Automatic brake release for easier tape handling. Adjustable tape playback speed control for lip synchronizing two or more recorders. Simplified set-up procedures. Improved accessibility. Complete, accurate monitoring. And operation aids that include full width erase, cue channel with tone generator and tape timer. Even stereo sound tracks may be added."

DO I HAVE TO WORRY ABOUT OBSOLESCENCE?

"No – not if you buy an Ampex! While there have been refinements in the equipment there has been no change in the basic operation of the Ampex Recorder itself – nor is any anticipated in the future. The present Ampex recording system has been accepted as the standard throughout the industry – by independent stations, networks, and production companies alike. We expect to see all VR-1000's and VR-1000B's in operation for many years to come."

IS THE VR-1000B COMPATIBLE AND INTERCHANGEABLE WITH THE VR-1000?

"Yes – the 'B' is fully compatible with the VR-1000's now in operation. Tapes will be completely interchangeable.

"Interchangeability of television tapes, as with audio tapes, is achieved when all recorder units are set up to the same standard. Since some of the factors in the 'standard' are chosen arbitrarily, the practical day-to-day reference is a standard alignment tape. With adherence to this standard, full interchangeability is assured between Ampex recorders.

"This is evidenced daily in commercial operation. Right now, 10 different companies are syndicating over 20 taped programs on a national basis – and we have a report that one, 'Divorce Court,' is now in 23 markets 'on tape'."

CAN THE VR-1000B BE EQUIPPED TO RECORD COLOR?

"Yes. Both the VR-1000B and the VR-1000 television recorders are engineered to record color by the addition of a single rack of electronics to the basic unit. The VR-1000B can be ordered from the factory ready to record color – or the color addition can be made at any time after installation. Right now (June 1959) NBC is operating 16 VR-1000's with full Ampex color – 12 factory equipped and 4 with Ampex color added after installation. And CBS is operating 4 VR-1000's to which Ampex color has been added."

SHOULD I WAIT FOR FURTHER IMPROVEMENTS?

"No – no more than one should wait for possible refinements in next year's camera chain or transmitter. Certainly future refinements will come – but the important thing is that Ampex television recording is now a completely proved and accepted television technique.

"Evidence of this is the number of Ampex recorders in regular use throughout the country. 90 within the networks; NBC, CBS and ABC – each with approximately 30 recorders. Over 100 in independent stations. And over 20 in production companies. These users, representing every phase of the industry, DICTATE that there will be no change to basic Ampex techniques.

"And, most important – these recorders are making money – which after all is the **real** determining factor of when to buy. In present installations many Recorders have already paid for themselves – and almost all stations are experiencing greater income and higher profits.

"To wait – is to pass up the money-making opportunities that exist today."

IF YOU HAVE ANY OTHER QUESTIONS –

. . . we would like the opportunity to answer them – and to describe more fully the significance and features of the VR-1000B. Our representative will be glad to do this with you personally – may he call you for an appointment? Or if you prefer, write to Dept. 304 for our two new publications – one describing the 'B' and all its features, the other a report on how stations are making and saving money with their Ampex VR-1000's.

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Commerce Committees, accused the Democratic majority of exerting improper influence itself.

Justice quickly replied to Rep. Harris, spelling out its basis for intervention (BROADCASTING, June 8), but Rep. Harris termed this reply "political." Rep. Bennett, in turn, accused Rep. Harris of playing politics.

Rep. Harris said Attorney General William Rogers will be extended a special invitation to testify during the Sec. 315 hearings, speculating "I don't see that he could well afford to refuse." Industry and other government witnesses also will be invited to testify, the chairman said.

The subcommittee considered seven bill to amend Sec. 315. Rep. Harris indicated there is a strong possibility the subcommittee would introduce its own amendments after taking testimony.

Virginians hear Bartley on Sec. 315

Broadcasters do not have the affirmative responsibility to seek out opposition candidates either under Sec. 315 of the Communications Act or under the so-called editorializing rules, FCC Comr. Robert T. Bartley told the Virginia Assn. of Broadcasters last Thursday (June 18) at Tides Inn, Irvington, Va.

Answering a hypothetical question, Mr. Bartley said that in politics a picture is worth a thousand words. He explained that equal time complaints were almost unheard of before tv. In the Lar Daly ruling, he said, the FCC in substance held that "exposure is use" whatever the circumstances.

Contending that the full story of the Lar Daly decisions has never been told, he said that only nine minutes of time were involved in all of the Daly-provoked incidents. No problem has received more "sincere study" than Sec. 315, he asserted. He said the decision was the only one that could be reached under the language of Sec. 315.

Allocations Outlook • Comr. Bartley predicted action by Congress on spectrum control growing out of the panel symposium before the Harris Communications Subcommitte a fortnight ago. Civil control over allocations always must be maintained, Mr. Bartley said, except in time of hot war. There must be an organization that can say "no" and Congress should control policy.

Harry Bannister, vice president in charge of station relations of NBC, took New York's television-radio critics apart in a crackling off-the-cuff talk. He said they are writing for "the New York trade" and that they take refuge in such slogans as "mediocrity" on the theory that if a lot of people like anything it's no good.

If broadcasters heeded the critics, he said, tv soon would be performing for the thousands and then the hundreds instead of the millions. He urged broadcasters to challenge its detractors whenever they are in error by using their own medium. And he counseled support of whatever massive public relations program may emanate from the special project being coordinated through the NAB.

If the campaigns of "the critics, the eggheads and the hungry bureaucrats" go unheeded, Mr. Bannister said, it could seriously damage and ultimately destroy the American system of competitive broadcasting.

Sol Taishoff, editor and publisher of BROADCASTING, addressed the association on the editorial responsibility of broadcasters.

New solution

A new idea for tv allocations has been advanced to the FCC by Blonder-Tongue Labs., Newark, N.J. The New Jersey company, which manufactures master tv systems, industrial tv facilities, amplifiers and converters, urged the FCC to reallocate television from the present ch. 7 upward for 30 channels. Present uhf chs. 70-83 would continue to be used for translators and for educational tv, Blonder-Tongue suggested. The company said that it could produce a quality converter costing about $20 to the consumer. It also suggested that boosters or repeaters on an off-channel basis could be authorized for use in difficult reception areas. Some time ago the same company recommended a "Bi-Tran" system for pay tv. In this system, two video pictures are broadcast at the same time, with the viewer enabled to switch from one to the other at will.

Senate investigating radio treaty matter

A special *ad hoc* subcommittee of the Senate Foreign Relations Committee has been formed to look into the North American Regional Broadcasting Agreement and a separate U.S. treaty with Mexico on broadcasting. The subcommittee, headed by Sen. Wayne Morse (D-Ore.), announced that hearings will be held before the present session of Congress adjourns later this summer.

Other members of the subcommittee are Sens. Frank Lausche (D-Ohio), Frank Church (D-Idaho), George Aiken (R-Vt.) and Frank Carlson (R-Kan.). The NARBA treaty was signed by the U.S. in 1950 with Canada, Cuba, Dominican Republic and the Bahamas. The separate Mexican agreement was signed in 1957. Both still are awaiting ratification by the Senate, for which a two-thirds majority is required.

Sen. Morse was chairman of a 1957 Senate subcommittee which criticized the FCC for inaction on requests for standardized hours by daytime stations. The Senator disputed the FCC contention it could not act until the NARBA treaty had been ratified (BROADCASTING, Sept. 16, 1957).

Comr. Rosel Hyde, chief U.S. drafter of the two treaties, in a BROADCASTING interview last week warned that there would be international complications if the Senate does not ratify the agreements (BROADCASTING, June 15).

Mack trial near end after 10-week grind

The 10-week-long trial of former FCC Comr. Richard A. Mack and his friend, Thurman A. Whiteside, appears headed for the jury this week as the defense introduced three witnesses to show that Mr. Whiteside was generously free with funds to help friends in economic distress.

Mr. Mack and Mr. Whiteside are on trial for conspiracy to swing the grant of ch. 10 Miami to National Airlines. The government prosecution completed its case two weeks ago. U.S. District Judge Burnita S. Matthews denied a defense motion for immediate acquittal.

Part of Mr. Mack's defense is that Mr. Whiteside had been helping him financially for a long period, years before he became an FCC commissioner. The witnesses last week underscored this point of citing Mr. Whiteside's generosity to them and their families. Also on the stand was Charles Sheldon, Miami insurance agent, whose Stembler-Shelden Agency has figured in prosecution testimony as the viaduct for payments to Mr. Mack.

Mr. Shelden testified that Public Service Corp. commissions paid to the insurance agency did not go to Mr. Mack. He also stated that his company received the insurance business of the ch. 10 station because of his long-time friendship with George T. Baker, president of National Airlines. Public Service is a subsidiary of National Airlines.

Nicholas J. Chase, defense counsel for Mr. Mack, failed to gain permission to put into evidence bank records of the former FCC commissioner, following

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COMPATIBLE Stereo

Perfect sound on AM only . . .
Perfectly **wonderful** on AM **and** FM, and **only** on KFJZ.

A remarkable engineering triumph now makes it possible to enjoy high fidelity reproduction of stereo music on AM alone. And KFJZ FM adds the depth, direction and full impact of true stereophonic sound!

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Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

objections by government lawyers. He was given permission to submit relevant deposit slips and other documents.

CATV CONTROLS
NAB Tv Board, Moss bill ask restrictions

Community antenna operations were hit from two sides last week—virtually on the eve of the annual convention of CATV owners Tuesday-Thursday at the Sheraton Hotel in Philadelphia and one week before the start of Congressional hearings on community antenna and booster legislation.

The Television Board of NAB asked FCC to reconsider its policy on licensing microwave facilities to bring tv signals to antenna systems from distant cities.

The NAB resolution held that it was in the public interest for the FCC to regulate community antenna systems, boosters and translators. It not only asked the FCC to reconsider its microwave ruling, but also expressed support of the legislation requested by FCC involving boosters and CATV operations "and more particularly with respect to the requirement that no tv signal be used by any distribution system without the consent of the originating station."

The resolutions were taken at the Tv Board's meeting last week in Washington.

Sen. Frank E. Moss (D-Utah) will revise his community-booster bill (S-1886) to not only bring CATV systems under the control of the FCC, but also to require the Commission to deny licenses for such operations—and for boosters and microwave relays primarily intended to service CATV systems—in those situations where they may adversely affect the creation or maintenance of a regular local television station which would originate television programs.

Sen. Moss' revised bill amends proposed legislation introduced by the Utah legislator last month (BROADCASTING, May 11).

Unequal Status • In remarks to be made on the introduction of the revised bill, Sen. Moss will state that he has become convinced of the "inherent unfairness in having comprehensive and exacting Governmental regulation of television stations by the Commission while community antenna television systems are left totally free of regulation and are not required to adhere to any Federal standard of public responsibility."

Sen. Moss' original bill encompassed the recommendations suggested by the FCC in its report on this subject last April (BROADCASTING, April 20). In this report, the Commission refused to assert jurisdiction over community antenna systems, but recommended that Congress pass legislation which would require an antenna system to (1) receive permission from the station whose signals it picks up and distributes to subscribers and (2) to carry the local station on its wire lines if so requested.

Other recommendations of the FCC, also included in Sen. Moss' bill, would amend certain sections of the Communications Act to permit the operation of boosters without the need for having an operator in attendance and to allow existing booster stations to continue operating even though built before being granted an FCC permit.

High on the Agenda • Legislative problems of the community antenna business will be the major topic at the Philadelphia convention of the National Community Television Assn. this week. More than 500 registrations have already been made for this event, it was reported.

Hearings on the CATV and booster legislation will be held before Sen. John Pastore (D-R.I.), chairman of the Senate Commerce Committee's subcommittee on communications. The hearings, scheduled to begin June 30, will be on four bills—three introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent committee, at the request of the FCC, and the other by Sen. Moss.

The tentative schedule calls for consideration of the booster legislation June 30 and July 1, with the community antenna problem due to be considered July 7-9.

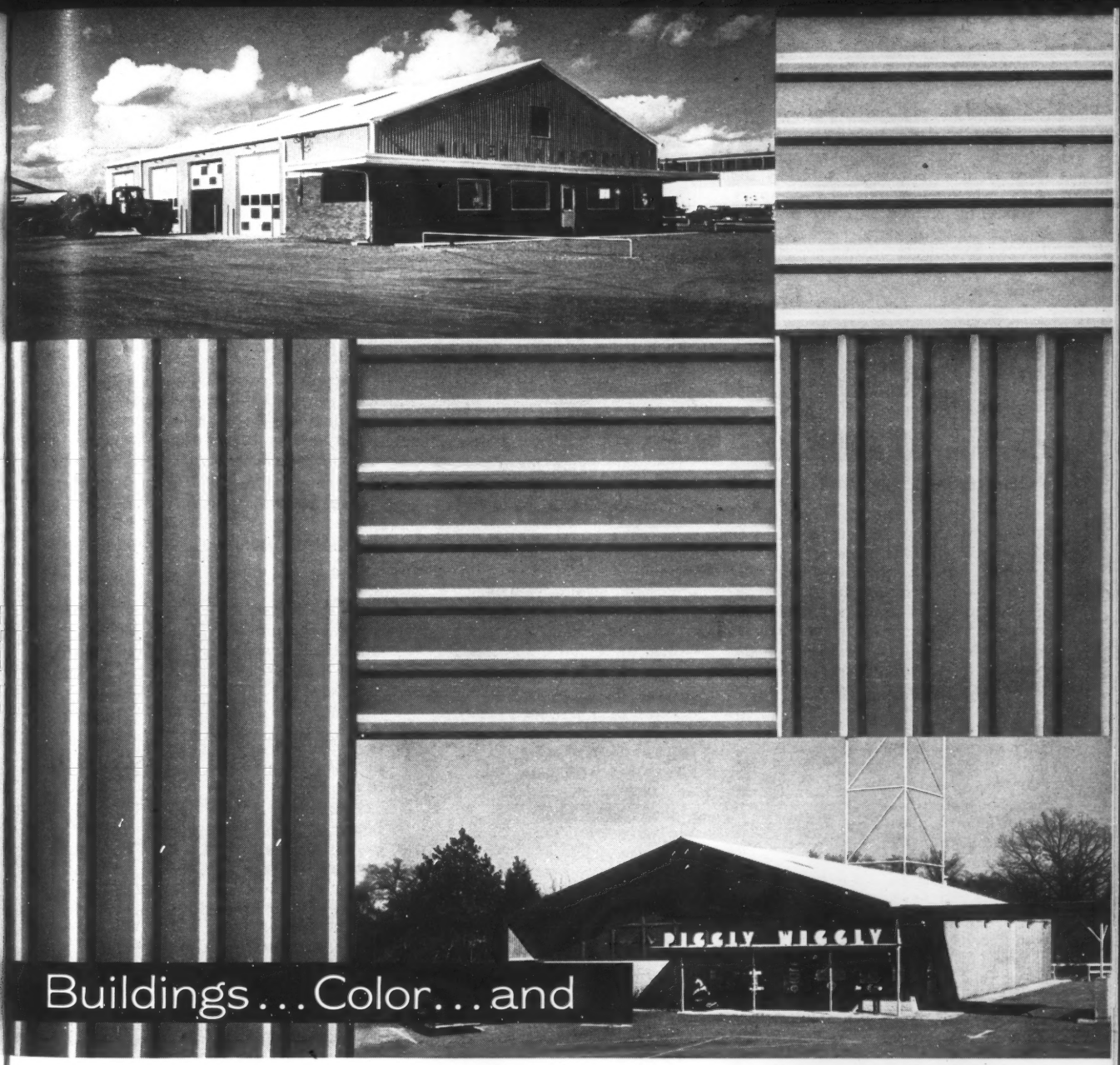
Tax protection bill for interstate trade

An Ohio congressman last week introduced a bill to prohibit states from taxing income derived exclusively from interstate commerce. The move is aimed at reversing a U.S. Supreme Court decision last February which held that a state has the right to collect taxes on that portion of a company's income made from sales in the state (BROADCASTING, March 2).

Rep. William M. McCulloch introduced the bill (HR 7757). It would amend Title 4 of the U.S. Code to exempt from taxation by a state or subdivision of a state income derived exclusively from interstate commerce when the only activity within the state is sales solicitation and where no office or warehouse or place of business is maintained.

The bill was referred to the House Judiciary Committee.

The Supreme Court's tax decision related to taxes imposed on out-of-state



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It can come today or tomorrow—that time when you need a new building for your store, manufacturing plant, warehouse or farm.

You want your building to be low cost yet handsome. Quickly erected yet solidly built. Efficient. Easily maintained. Long lived. For all of these, select a fine building from the broad line that has established National Steel, through its Stran-Steel division, as a leader in the development of steel buildings.

And now, color . . . a National Steel first! Today, through its Stran-Steel division, National Steel is offering a major new building development—beautiful factory-applied color coating in lustrous Stran-Satin blue, rose, green, bronze, white, gray or any combination. Yes, lasting beauty and extra weather protection at a cost usually less than 1 per cent of building cost. (*For literature, write Stran-Steel Corporation, Detroit 29, Michigan.*)

Pre-engineered buildings in factory-applied colors are typical of the many continuing advances that National Steel brings to American industry through its six major divisions: Great Lakes Steel Corporation, Weirton Steel Company, Enamelstrip Corporation, The Hanna Furnace Corporation, National Steel Products Company and, of course, Stran-Steel Corporation.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

NATIONAL STEEL

companies by Minnesota and Georgia. In upholding these taxes, the Court in a 6-3 vote held that income derived from a state was taxable by the state—whether or not the company involved maintained an office or warehouse or other place of business there. The implications to broadcasters, whose programs cover many states, is obvious.

Rep. McCulloch, ranking Republican on the Judiciary committee, expressed fear that the decision could lead to a race by the states to impose "onerous" tax laws "which would unduly hamper interstate business activity."

Commerce ad group readies D.C. meeting

First meeting of the newly organized Advertising Committee of the Dept. of Commerce will take place in Washington next Monday (June 29).

The committee, which will devote special attention to development and problems in the field of advertising, was established as a segment in the National Distribution Council, an advisory group to the Secretary of Commerce. The Distribution Council will meet the following day, June 30.

Picked as chairman of the Advertising Committee was Frederick R. Gamble, president of the American Assn. of Advertising Agencies. Others are: William K. Beard, Associated Business Publications; Paul B. West, Assn. of National Advertisers; Robert E. Harper, National Business Publications Inc.; John C. Freeman, National Industrial Advertisers Assn. These are already members of the council.

Also Charles W. Collier, Advertising Assn. of the West; C. James Proud, Advertising Federation of America; E.C. Nash, Agricultural Publishers Assn.; Cranston Williams, American Newspaper Publishers Assn.; Robert F. Delay, Direct Mail Advertising Assn.; Robert E. Kenyon Jr., Magazine Publishers Assn.; Harold E. Fellows, NAB; Harold B. Mers, National Assn. of Transportation Advertising; Edgar S. Bayol, National Editorial Assn., and Karl L. Ghaster Jr., Outdoor Advertising Assn.

Sackett sale protest hit by KEWB reply

Terming the protest a "private vendetta," the Tribune Building Co. and KFWB Broadcasting Corp. (KEWB Oakland, Calif.) filed an opposition to the protest by Sheldon Sackett against the sale of what was formerly KLX Oakland, Calif. (BROADCASTING, June 15).

KLX was sold by the Knowland family (*Oakland Tribune*) to Crowell-Collier Pub. Co. for $750,000 last month.

Mr. Sackett, owner of KOOS Coos Bay, Ore., and a string of daily and weekly newspapers in the Northwest, charged that the Knowland family fraudulently obtained control of KLX in 1933.

In its opposition, the Tribune Building Co. and KEWB tagged Mr. Sackett's pleadings as frivolous and irrelevant; claimed that Mr. Sackett lacked standing to protest the sale and that some of the charges were "ethereal." It asked the Commission to dismiss the complaint.

Mr. Sackett sold his own KROW Oakland (now KABL) to the McLendon Corp. for $800,000 earlier this year (BROADCASTING, May 4).

TV'S BILLION DOLLAR YEAR

FCC officially confirms 1958 record, puts radio at $519.5 million last year

Television's total broadcast revenues in 1958 for the first time went over $1 billion, the FCC reported last week. The Commission released 1958 financial figures for both radio and tv, based on a first tabulation of financial reports from radio and tv networks and stations.

Only the overall total figures for both services were given. Detailed am and tv broadcast financial data will be released in the near future, it was stated.

The exact figure for tv's 1958 total revenues was $1.03 billion up 9.2% over 1957's $943.2 million. Tv's total expenses for 1958 reached $858.1 million, up 9.6% over 1957's $783.2 million leaving tv's 1958 broadcast income before federal taxes at $171.9 million, up 7.4% over 1957's $160 million.

Radio's total revenues for 1958 reached $519.5 million, an increase of 0.7% over 1957; expenses were $481.4 million, up 4.4%, resulting in income before federal taxes of $38.1 million—a decline of 30.9% from the 1957 figure.

Details of the 1958 financial year are given below:

Comparative Financial Data of Am and Tv Networks and Stations
1957-1958
($ Millions)

	1958 Amount Am	Percent of Increase (Decrease)	1958 Amount Tv	Percent of Increase (Decrease)
NUMBER OF NETWORKS REPORTING	7[1]		3	
NUMBER OF STATIONS REPORTING	3,178[2]		514[3]	
REVENUES FROM THE SALE OF TIME:				
NETWORK TIME SALES	$46.5	(8.1)*	$424.6	7.7
NATIONAL AND REGIONAL TIME SALES	172.0	1.5	345.2	14.9*
LOCAL TIME SALES	320.2	1.1*	181.1	4.1*
TOTAL TIME SALES	$538.7	0.3	$950.9	9.5
TOTAL BROADCAST REVENUES	$519.5	0.7	$1,030.0	9.2
TOTAL BROADCAST EXPENSES	$481.4	4.4	$858.1	9.6
BROADCAST INCOME (BEFORE FEDERAL INCOME TAX)	$38.1	(30.9)	$171.9	7.4

[1] Includes 3 regional networks.
[2] 3,097 stations reported in 1957.
[3] 501 stations reported in 1957.

* Revised to reflect reporting errors for 1957 detected too late to be included in the 1957 reports. 1957 tv national and regional time sales are revised from $296.4 to $300.5 million and local time sales from $178.1 to $174.0 million. 1957 am network time sales are revised from $51.7 to $50.6 million and local time sales from $316.5 to $316.8 million.

NOTE: Excludes independently operated fm stations and data for 108 am stations and 9 tv stations whose reports were not available or in proper form for tabulation as of this date. 2 of these 108 am stations and 8 of these tv stations were in operation less than the full calendar year 1958.

NAB asks legislation on secondary boycotts

NAB last week urged Congress to amend the Taft-Hartley Act to prohibit unions from threatening or inducing a customer boycott of a sponsor's product advertised on a broadcasting station involved in a labor dispute.

Relief from secondary boycotts is "the most important aspect of labor legislation for broadcasters," NAB said in a statement filed with the House Education & Labor Committee. "The secondary sponsor boycott, or the threat of

TASO in print

The complete 731-page printed report of the Television Allocations Study Organization has been received by the FCC and is now available to the general public, according to an announcement by Dr. George Town, executive director of the study organization. The report is available at $10 per copy. It includes a 30-page summary and verbatim reports of all panels and committees. Copies may be secured from Dr. Town at 104 Marston Hall, Iowa State U., Ames, Iowa.

it, has been used in almost every station strike that has taken place in the broadcasting industry during the past 10 years," NAB said.

Two bills currently pending before Congress accomplish the desired end, the trade association said. These measures are S 76, introduced by Sen. Carl Curtis (R-Neb.), and HR 5545, introduced by Rep. John A. Lafore Jr. (R-Pa.). The NAB statement was drafted by Charles H. Tower, manager of broadcast personnel and economics.

Tv agency executives to testify on networks

The second round in the FCC's investigation of television network program practices will start July 7 in New York with top level executives of advertising agencies on the witness stand.

Among agencies asked to have men on hand are major users of prime television network time. They include J. Walter Thompson, McCann-Erickson, BBDO, Benton & Bowles, Ted Bates, Young & Rubicam. Each have been visited in recent weeks by network study staff members of the FCC.

The object of the hearings, it is understood, is to discuss the function of the advertising agencies as it relates to policies and practices in the selection and production of programs and the continuance of schedules on network television.

The program investigation—part of the Commission's investigation of tv network practices—opened last month with representatives of the three tv networks identifying a mass of exhibits (BROADCASTING, May 11). The hearings are being conducted by Chief Hearing Examiner James D. Cunningham. Broadcast Bureau attorneys Ashbrook P. Bryant and James F. Tierney represent the Commission.

The resumed programming hearings will be held in the U.S. Courthouse, Foley Square, New York.

. . . and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

The Largest Market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

	1958	1959
Population	1,599,500	1,632,100
	Increase — 32,600	
Effective Buying Income*	$2,668,806,000	$2,879,387,000
	Increase — $210,551,000	
TV Homes	422,800	438,480
	Increase — 15,680	
Retail Sales*	$1,918,167,000	$2,042,037,000
	Increase — $123,870,000	

*Sales Management's "Survey of Buying Power — 1959"

WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

BEELINE RADIO

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD

delivers more for the money in California's inland valley and Western Nevada

Check Paul H. Raymer Co. for the facts

McCLATCHY BROADCASTING COMPANY SACRAMENTO, CALIFORNIA

CCA RENEWS 100%

In a letter to Mr. Len Hornsby, Manager of Sales Development for Community Club Awards, Mr. Elliott Motschenbacher, Manager of Radio Station KWIN, Ashland, Oregon, stated that:

Mr. Motschenbacher

"The accounts that we had on our last go-round are already resold 100% on our next Community Club Awards Campaign which in itself speaks highly for the program. Our second Community Club Awards Campaign proved much more successful than our first even tho our first was way above expectations. To give you a few examples: for Coca-Cola 49,889 bottle caps were turned in; our grocer accounted for $141,401.87 in sales slips directly thru the efforts of the gals; and our dairy gave us credit for 45,926 extra quarts of milk sold."

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

CRITIQUE ON FCC'S FUNCTIONS

Panel from government, private industry sounds off to House Oversight committee

The House Legislative Oversight Subcommittee attempted to find out in a few short hours last week what is wrong—and right—with the FCC but found itself bogged down with loquacious federal officials, lawyers and broadcasters.

An all-day panel had been scheduled to discuss four specific Commission problems last Tuesday (June 16). The panel actually talked for approximately 1½ hours Tuesday and 2½ hours Wednesday, with three-fourths of the time spent on one topic—what to do about industry-FCC ex parte contacts.

FCC Chairman John C. Doerfer opened the panel with a strong defense of commissioner-industry off-the-record talks in general policy and rulemaking matters. To prohibit talks with broadcasters and lawyers on such matters "would change the very purpose for which the administrative agencies were founded," he pleaded.

Almost to a man, the 15 other members of the panel agreed essentially with Comr. Doerfer, although some of the congressmen and one panelist, Louis Jaffe of Harvard U., had some sharp questions on the activities in the St. Louis-Springfield, Ill., ch. 2 deintermixture case. The commissioner said he could not discuss the matter as it had been returned to the FCC by the courts. He expressed "distinct shock" at the court's ruling in the case, however.

Panelists in Agreement • While the panelists agreed in essence with Comr. Doerfer, there was considerable concern over the "grey area" surrounding ex parte contacts. There was far from unanimity as to just when proper talks would become improper. Washington attorney Donald Beelar said that clarifying legislation is needed as the problem is "important and urgent." He said FCC personnel have become so "chilled" that they are afraid to talk to anybody about anything.

William Koplovitz maintained that in rulemaking where someone stands to acquire a tv channel, all talks should be on the record. "I don't know of anybody in the industry who holds a contrary view," CBS Washington Vice President Joe Ream replied. He maintained rulemaking proceedings should not be encumbered with court room procedures.

A large majority of the panelists agreed that congressional legislation is needed to guide both the industry and the FCC but Robert Swezey, WDSU-AM-TV New Orleans, said bills that have been introduced do not accomplish the desired purpose. They also said the FCC should be required, at the beginning of a proceeding, to state for the record whether or not informal talks would be in order. This was especially espoused by Washington attorney Ralph L. Walker, who posed several unanswerable questions as to when ex parte talks become improper in given instances.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, complained that the Commission has not helped much in suggesting ways of eliminating backdoor pressures and attempts to influence. He noted both the FCC and the industry had been asked for help in drafting legislation without much success.

Examiner Rulings Final • Chief Hearing Examiner James Cunningham discussed the role of hearing examiners, giving their strengths and weaknesses. He maintained the "system does not provide them with the dignity and stature commensurate with the importance of their work." Also, he said, rulings of hearing examiners should be final and above review by the Commission unless findings of fact are not supported by substantial evidence. The panelists were given very little opportunity to comment on Mr. Cunningham's statement, as well as the final two delivered by FCC General Counsel John FitzGerald and Broadcast Bureau Chief Harold Cowgill. Washington attorney Frank Fletcher asked for permission to file a statement on Mr. Cunningham's comments while Mr. Beelar said examiners are one of the "brighter spots" in administrative procedures.

Mr. Cowgill gave a paper on the Commission's administrative processes, of which, he said, "I don't think this topic is too fruitful for discussion." He said one problem in the FCC's never ending fight to catch up with its work load is the strict administrative separation of the commissioners and staff on adjudicatory matters. It was pointed out that legislation has been introduced rectifying the situation and Senate hearings were held two weeks ago (BROADCASTING, June 15).

Mr. FitzGerald, in discussing the efficiency of the FCC, also hit the rigid separation of function.

On Tuesday and Wednesday of this week (June 23, 24), a general round-up discussion of all four problems as they

affect the six major regulatory agencies will be held. Among participants will be Leonard Marks, president of the Federal Communications Bar Assn., Vincent T. Wasilewski, NAB manager of government relations; FCC Hearing Examiner J. D. Bond and representatives of federal and state bar associations.

An FTC panel will appear before the subcommittee Friday (June 26) to discuss the same four topics which faced the FCC body.

Two Honolulu outlets ask third's revocation

Two Honolulu radio stations last week petitioned the FCC to revoke the license of a third Honolulu outlet. Charges were leveled against KPOI (formerly KHON) by KPOA and KULA and involved veteran broadcaster John D. Keating.

The KPOA-KULA petition alleged multiple violations of FCC rules and policy by KPOI. The petition raised the question of whether or not KPOI has "really been sold," as the official record indicated, and if so whether Commission policy has not been circumvented by possible overlapping of radio interests through Mr. Keating.

KPOI equipment and building were sold at foreclosure last summer by H.G. Wells Jr. and associates to George T. Davis, but this was not reported at once to the FCC, according to KPOA-KULU. Also, the petition noted, the Commission's request for a KPOI balance sheet was ignored. The FCC this spring approved the sale of KPOI for $125,000 to Jock Fernhead, WINS New York manager (BROADCASTING, April 13). KPOA-KULA declared that Mr. Davis had merely been acting as a "trustee" for Mr. Keating, whom, the complaining stations said, is 25% owner of WINS. According to the KPOA-KULA petition, it is Mr. Keating's further ownership of 25% of KONA (TV) Honolulu which raises the issue of the joining of "two standard broadcast stations in a common market." KONA is 50% owned by the *Honolulu Advertiser*, owner of KGU Honolulu.

KPOA is part of the Founders' Corp. Stations, principally owned by John M. Shaheen. KULA is owned by the Burnett Broadcasting Co.

• Government notes

• A San Francisco federal court last week upheld a 1956 Federal Trade Commission ruling that Carter's Little Liver Pills would have to drop the liver from its name. The FTC had said that the 70-year-old remedy had nothing to do with the liver and the U.S. Court of Appeals in San Francisco upheld this contention. Carter's had asked the court to reverse the FTC's finding. Neither the court nor the FTC banned the company from advertising the cathartic properties of what now will be known as Carter's Little Pills.

• Broadcasting witnesses, including NAB, Assn. of Maximum Service Telecasters, Fm Broadcasters and educational radio-tv groups, are expected to be called later this week to testify in the FCC's month-old 25-890 mc spectrum study (AT DEADLINE, June 8.) Among non-broadcasting witnesses appearing last week were representatives of the State of California, who called for a reservation of the vhf tv band for mobile services.

• KSOO-TV Sioux Falls, S.D. has been designated by the FCC for hearings on its applications for additional time to construct and to modify its construction permit as to power, antenna and transmitter. The Commission made KELO-AM-TV Sioux Falls, which petitioned for the modification hearing, a party to the proceeding. The FCC noted that "to date no construction has been commenced" on KSOO-TV, that issues in the ch. 13 applications involve the station's president and majority owner Morton H. Henkin and include alleged unauthorized relinquishment of control of the station, possible trafficking and financial qualifications to build.

• By a 4-3 vote, the FCC has granted a waiver of its rules to ch. 13 WLOS-TV Asheville, N.C., to enable that outlet to identify itself as a Greenville and Spartanburg (both South Carolina) station as well. Comrs. Robert Bartley, Robert Lee and Frederick Ford dissented. The Commission was unanimous in another case where it granted the application of ch. 6 WITI-TV Whitefish Bay, Wis., to move its main studio location from 6.7 miles north of Whitefish Bay to a site in Milwaukee.

• Another station has had its licenses renewed by the FCC with a warning, prompted by the "Kohler hearings" kinescope controversy, that there must be full identification of the source or sponsor in the use of donated tv film. WISN-AM-TV Milwaukee, Wis., was the outlet to have its licenses renewed with this reminder. The Kohler incident involved some two dozen tv stations which carried films of hearings before a Senate investigating committee without identifying the source of the films as the National Assn. of Manufacturers (BROADCASTING, Dec. 1, 1958).

GIANT MARKET

"The Giant of Southern Skies"

GIVES YOU ALL THREE . . .

GREENVILLE
SPARTANBURG
ASHEVILLE

. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION 2,946,600
INCOMES $3,584,180,000
RETAIL SALES . . . $2,387,606,000
HOUSEHOLDS 751,900

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

Top Sherwood prize goes to 'Playhouse 90'

The first prize of $5,000 in the fourth annual Robert E. Sherwood Television Awards competition was presented last week to "Made in Japan," a *Playhouse 90* drama presented over CBS-TV.

The awards, totaling $14,000 to seven programs, were made last week during a luncheon ceremony at the Hotel Plaza in New York by Mrs. Eleanor Roosevelt, representing the Sherwood award jurors. The awards were established in 1955 by the Fund for the Republic in honor of the late Pulitzer Prize playwright and singled out tv presentations which "deal most dramatically and effectively with the subjects of freedom and justice."

MR. BRODKIN ACCEPTS
As Mrs. Eleanor Roosevelt awards

The winning programs, which were telecast between Oct. 1, 1958 and May 31, 1959, are:

"Made in Japan" over CBS-TV ($5,000), produced by Herbert Bradkin, written by Joseph Stefano and directed by Herbert Hirschman; "Twenty Cent Tip" over NBC-TV's *Loretta Young Show* ($2.500), produced by John London, written by Pauline Stone and directed by Jeffrey Hayden; "Report from Alabama" over NBC-TV ($2,000), produced by Julian Goodman, directed by Charles Jones and written by Frank McGee; "The American Stranger" over NBC-TV ($2,000), produced by Reuven Frank, directed by George Murray and reported by Robert McCormick; *Small World* series over CBS-TV ($1,000), produced by Edward R. Murrow and Fred Friendly; *Bishop Pike* series over ABC-TV ($1,000), produced by Wiley Hance and directed by Bob Robb; "Meet Mr. Lincoln" ($500) over NBC-TV, produced and directed by Donald B. Hyatt and written by Richard Hanser.

The cash awards were shared by the producer, director and writer of the winning programs, except for the *Small World* and *Bishop Pike* series, which were given cash prizes to be divided at the discretion of Mr. Murrow and Bishop Pike. Bronze plaques also were presented to the various networks.

KFWB, AFTRA sign

Disagreement between the American Federation of Television & Radio Artists and KFWB Los Angeles has been amicably settled, Claude McCue, executive secretary of the Los Angeles chapter of AFTRA, reported last week. KFWB now has a new two-year contract with AFTRA, calling for a flat $15-a-week increase for staff announcers for the two-year period. Other exceptions to the general pattern for non-network Los Angeles area stations of a $10-a-week raise the first year and $5 the second (BROADCASTING, June 15) are KDAY Santa Monica, which is giving its staff announcers a flat $27.50 increase for the two years and KPOL Los Angeles, where the flat increase is $29.50. Staffers at KMPC Los Angeles receive increases of $13.75 the first year and an additional $2 the second. The only station which has not signed a new AFTRA contract is KIEV Glendale.

The problem of newscasters who write as well as broadcast the news is being handled on an individual basis, Mr. McCue said. Their extra compensation varies from $15 to $23 a week.

CBS Radio comedians

Next Monday (June 29) CBS Radio will inaugurate an hour of nighttime comedy shows starring Andy Griffith, George Burns and Gracie Allen, Bob and Ray, and with *Amos 'n' Andy* retaining its present time period. The comedy hour will be heard from 7 to 8 p.m., Mondays through Fridays. The schedule also permits two 5-minute periods within the hour for *Business News* (7-7:05 p.m.) and *News Analysis* (7:30-7:35 p.m.).

"This new program sequence . . . represents a significant turn in the nighttime programming concepts of recent years," said Howard G. Barns, vice president in charge of network programs, in announcing the new acquisitions for CBS.

IBM to tally '60 vote for CBS

CBS News will team up with International Business Machines Corp., New York, to facilitate the network's coverage of the 1960 Presidential election year, it was announced last week by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News.

A CBS spokesman said that the network and IBM now are studying the various ways that IBM can provide "maximum speed and efficiency" for CBS News' coverage, including, if practicable, the resources of IBM in various parts of the country. CBS News, he said, will have access to the full data-processing facilities and technology of IBM. CBS News' coverage in 1960 will include the various state primaries, the Presidential nominating conventions, the election campaigns and the Presidential election.

In the past, CBS had joined forces with Remington-Univac and NBC had been allied with IBM in election coverage. There was speculation that NBC would team up with Univac in 1960 but NBC officials said they had not made any decision, saying that RCA equipment also is under consideration.

History award contest

Broadcast Music Inc. and American Assn. for State & Local History are co-sponsoring competition under which an award of $500 will be presented to the radio or tv station which produces the best program dealing with state or local history during 1959. Additional grant of $500 will be made to the state or local history agency which cooperates in production of the winning broadcast. Entries should be sent to American Assn. for State & Local History, 816 State St., Madison 6, Wis., before Jan. 15, 1960.

Liberty Bowl on NBC

NBC has signed a five-year contract for radio-tv coverage rights for the Liberty Bowl Game, a new post-season football event to be held each December in Philadelphia's Municipal Stadium. The announcement was made June 16 by Tom S. Gallery, NBC sports director, and George J. Kerrigan Jr., cofounder of the game, at a luncheon meeting of charter members of the Liberty Bowl Assn. in Philadelphia. The NCAA-sanctioned game, featuring the number one team in the East as host team, will be the first major college football bowl game to be played in the East. The first game will be Dec. 19, 1959.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 22-26, June 29-July 1 (4-4:30 p.m.) **Truth or Consequences,** participating sponsors.

June 22, 29 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

June 23, 30 (8:30-9 p.m.) **Jimmie Rodgers Show,** Liggett & Myers through McCann-Erickson.

June 24, July 1 (8:30-9 p.m.) **Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 24, July 1 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King,** Kraft through J. Walter Thompson.

June 25 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

June 25 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

June 26 (7:30-8 p.m.) **Northwest Passage,** sustaining.

June 27 (10-10:30 a.m.) **Howdy Doody,** Continental Baking through Ted Bates.

June 27 (10:30-11 a.m.) **Ruff and Reddy Show,** Bordens through Benton & Bowles and Mars through Knox-Reeves.

June 27 (8-9 p.m.) **Perry Presents,** RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

June 28 (7-7:30 p.m.) **Midwestern Hayride,** local, co-operative sponsorship.

June 28 (9-10 p.m.) **Chevy Show,** Chevrolet through Campbell-Ewald.

Pennsylvania AP men saluted for newscasts

The Pennsylvania AP Broadcasters Assn. has announced winners of its annual newscasting awards. The entries, submitted on tape, film or brochure, were judged by a board of Virginia AP Broadcasters.

Results in the **"Under 5,000 w division":**

- **Outstanding News Operation:** 1st, WKAP Allentown; 2nd, WLAN Lancaster; 3rd, WHLM Bloomsburg. The judges also awarded WEJL Scranton and WEST Easton.
- **Outstanding Reporting:** 1st, WHOL Allentown; 2nd, WEJL; 3rd, WNAR Norristown.
- **Outstanding Coverage of a special event:** 1st, WACB Kittanning; 2nd, WHLM; 3rd, WAZL Hazleton. The board also awarded WAKU Latrobe, WKAP, and WEJL.
- **Outstanding Sports Reporting:** 1st, WHLM; 2nd, WEJL; 3rd, WEST.
- **Outstanding Commentary:** WLYC Williamsport and WKAP.
- **Outstanding Farm News:** WHLM and WEJL.

The board also gave awards to WEJL for a freedom of information entry and to WHLM for a women's news entry.

Judges announced an entry from WPEN Philadelphia, in the "5,000 w and over" division, was rated "excellent" and WPEN accordingly was awarded certificates for outstanding work in the fields of editorial-commentary, freedom of information and reporting.

In television, the judges announced certificates for outstanding news operation to WDAU Scranton, and WIIC Pittsburgh.

Both stations also were awarded certificates for outstanding reporting.

WIIC also was given an award for outstanding coverage of a special event and another for outstanding commentary.

The judges gave additional certificates to WDAU for outstanding sports reporting and for an entry on freedom of information.

Resist pressures— Cowan in Chicago

Several major "special interest" groups demand and expect television broadcasters to live up to their own particular expectations within the industry. But in the end, the broadcaster "must take and keep the responsibility for the final determination of the best possible programs in the best possible sequence and with the best possible range, variety and choice."

So said Louis G. Cowan, president of CBS-TV, in an address at the U. of Chicago Alumni Communications dinner June 13. He was featured speaker on a program that included talks by Alec Sutherland, head of educational broadcasting for the university and John Gunther, author-commentator, who received its "Communicator of the Year" award.

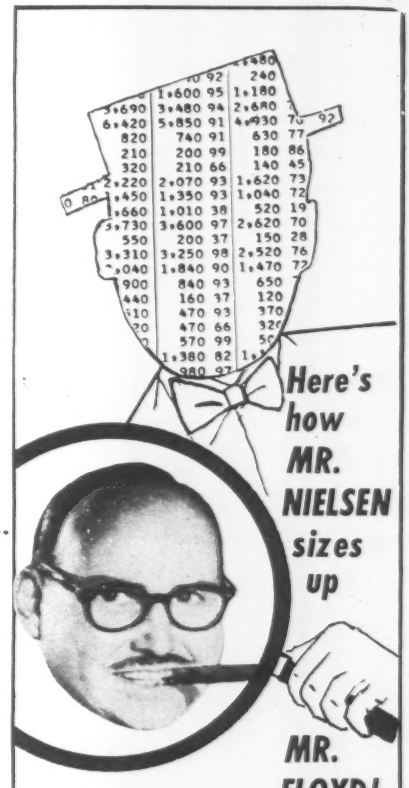
Mr. Cowan pointed out several of the problems facing broadcasters from various pressure groups and observed that "the character of opinion depends on the last person or representative of a group you spoke to." Among "parties at interest," he cited "every household in the nation and every member of each household," the government, political parties, producers of goods and services and their advertising agencies, educators, and creators and producers as well as talent in tv.

Tv critics, civic and community associations and government agencies and committees all have great expectations in terms of tv, Mr. Cowan observed. In the case of the FCC, "it goes beyond expectation and assumes the form of explicit injunctions, which, if disregarded, may deprive the broadcaster of his franchise to use the airwaves. All of these expectations add up to 'quite a conglomeration'," he said.

The network broadcaster ought not to keep his ear constantly to the ground of public and private whims, lest he display a "posture [that] leaves one terribly and transparently exposed," Mr. Cowan cautioned. And inasmuch as the broadcaster must program for 170 million people 17 hours a day, he is likely to make some mistakes in terms of content and quality.

"If it is true that in a democracy the public is king, the television broadcaster today is the court juggler," Mr. Cowan observed. ". . . Whenever he drops one [a tenpin] and he often does, he can be sure that someone out there in the audience has a tomato in his hand."

Mr. Sutherland felt that while instructional tv may have proved successful, there is room for skepticism about its actual usefulness thus far. He commended commercial broadcasters for their contributions to educational radio and tv through the years.



103 COUNTIES
221,810 TV HOMES
5-STATE REACH

NCS #3

Here's what Joe Floyd's KELO-LAND hookup means to mass-market advertisers. When your message beams on KELO-TV, Sioux Falls, it flashes simultaneously throughout 73,496 square miles of the Upper Midwest.* You get it all with one buy, one rate card!

*South Dakota, Minnesota, Iowa, Nebraska, North Dakota

THE KELO-LAND HOOKUP CBS ABC NBC

KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen-Huron-Watertown
KPLO tv Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.;
Larry Bentson, Vice-Pres.
REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

rewarding
public service
ENTERTAINMENT

* . . . with the leading personalities of our times

The finest in radio and television programming for every audience is available free-of-charge to interested stations from the National Council of the Protestant Episcopal Church . . .

VIEWPOINT
the Award winning interview series moderated for radio by the Rev. Dana F. Kennedy with leading public figures (15 minutes)

MISSION AT MID-CENTURY
winner of many awards, this distinguished television film series reveals the challenging work of the modern church in remote corners of the world (30 minutes)

THE SEARCH
Robert Young, host, and popular entertainment personalities in dramatizations produced in Hollywood for radio of vital topics in our lives and times (15 minutes)

A THOUGHT FOR TODAY
for radio or television, these inspirational messages from leading clergymen are ideal for station breaks, closings (1 minute)

* For additional information or immediate response to your order, write or call . . .

Division of Radio and TV
The National Council of the Protestant Episcopal Church
281 Fourth Ave., N.Y., 10, N.Y.

Warner Bros. tv films at $30 million level

Warner Bros.' tv film production, which has increased 800% in the past three years, is now expanded to a 1959 program representing an income of over $30 million and providing eight hours a week of tv entertainment, Jack L. Warner, studio president, said Thursday (June 18) at the company's international sales convention at the Hotel Ambassador in Los Angeles.

The new tv program schedule comprises 10 series, all to be broadcast on ABC-TV, Mr. Warner reported. Included are four new programs, all of one-hour length: *The Alaskans,* scheduled for Sunday 9:30-10:30 p.m.; *Hawaiian Eye,* Wednesday 9-10 p.m.; *Bourbon Street Beat* and *Bronco,* for which no broadcast times were given.

Warner Bros. programs which will continue on ABC-TV are: *Cheyenne,* Monday 7:30-8:30 p.m.; *Maverick,* Sunday 7:30-8:30 p.m.; *77 Sunset Strip,* Friday 9-10 p.m.; *Lawman,* Sunday 8:30-9 p.m.; *Sugarfoot,* Tuesday, 7:30-8:30 p.m.; *Colt .45,* time to be set.

Tracing the growth of tv activities of Warner Bros. from its start three years ago with one one-hour program on the network, Mr. Warner commented that today's schedule of "putting eight hours of film on a network each week is equivalent to producing a full-length motion picture each working day. With all of its present magnitude, however, ours remains a growth program. We are confident there is a growing market for top grade film entertainment that will expand with the growth of our national economy."

Musicians battle over Bolshoi tv job

The feud between the American Federation of Musicians and Musicians Guild of America took on an international aspect Wednesday (June 17) when the Bolshoi Ballet was named as one of 10 defendants in unfair labor practice charges filed by MGA with the NLRB office in Los Angeles.

Papers filed by Carlton Sand, executive assistant to MGA President Cecil Read, charge that 10 of the musicians who played in the orchestra for the Bolshoi Ballet performances at Los Angeles Shrine Auditorium were omitted from the orchestra which performed when the ballet was recorded on tv tape "in favor of others whose political and union activities were more satisfactory to AFM and Local 47 [AFM's Hollywood Local]."

Defendants in addition to the ballet, include Sol Hurok, impresario who brought the troupe to America; Skiatron of America Inc. and its tv tape subsidiary, Television Industries; Mills Tv Assoc. of New York and Hilliard Elkins Inc., program organizations in charge of producing the taped ballet programs; Al Lapin and George Kast, music contractors who are members of AFM Local 47; George Koukly, New York musician who served as liaison man for the ballet; AFM and Local 47.

AP's Kramp urges more stress in news

An "aristocracy" of broadcasting newsmen, who strive for factual and well-modulated newscasts, was advocated a fortnight ago at the Pennsylvania AP Broadcasters Assn. meeting in Pittsburgh by AP General Executive Louis J. Kramp.

Mr. Kramp urged radio-tv newsmen to help sponsor an awareness of the responsibilities of their position, to be more quality-conscious about their work. He asked station owners and managers to learn more about news practices and principles. A station's character depends on top quality news, he said. (For election of new officers at the meeting, see FANFARE, page 131.)

• Program notes

• California National Productions, N.Y., with two weeks to go before its 1959 half-year end, last week announced a 26.3% gain in contracted sales over January-June 1958. So far in 1959, CNP has invested $6.5 million in new product, while 1958's total investment was more than $8 million. CNP expects this year to add 12,000 more half-hours of programming across the nation to the 1958 total of 50,000 half-hours, according to Earl Rettig, CNP president.

• WPIX (TV) New York has placed in national syndication its third documentary, *The Secret Life of Adolf Hitler* (BROADCASTING, May 18). The hour-long program traces the ascendancy of Hitler from the early twenties to 1945.

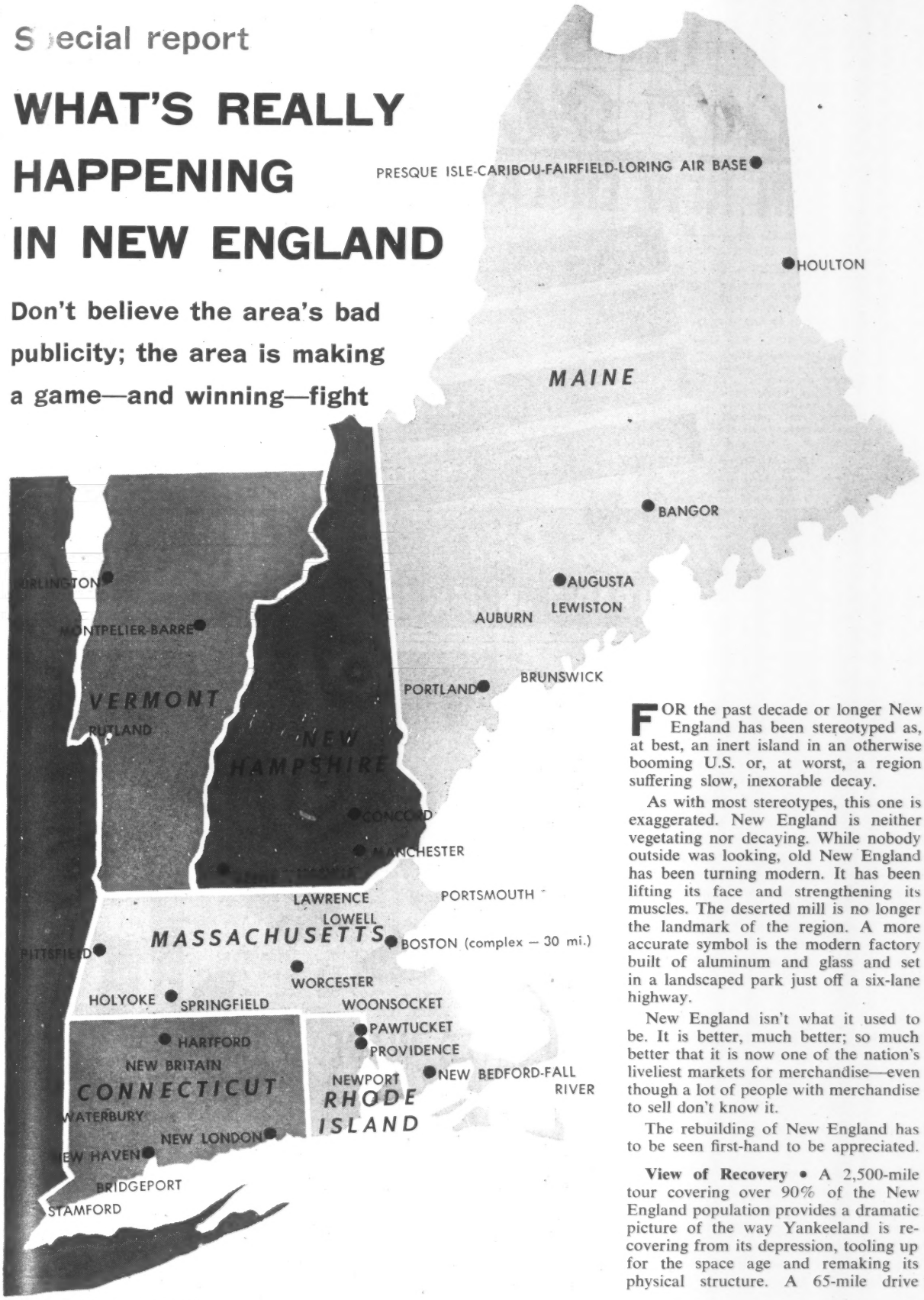
• *The Narcotics Story,* the history of a drug addict, is available gratis from Lee Bartell, KCBQ San Diego, Calif.

• National Telefilm Assoc., N.Y., sold its *Tv Hour of Stars* to 20 additional stations during the past month, according to Harold Goldman, president of NTA International Inc. A total of 60 tv markets now carry the 90-episode series, he reported.

Special report

WHAT'S REALLY HAPPENING IN NEW ENGLAND

Don't believe the area's bad publicity; the area is making a game—and winning—fight



FOR the past decade or longer New England has been stereotyped as, at best, an inert island in an otherwise booming U.S. or, at worst, a region suffering slow, inexorable decay.

As with most stereotypes, this one is exaggerated. New England is neither vegetating nor decaying. While nobody outside was looking, old New England has been turning modern. It has been lifting its face and strengthening its muscles. The deserted mill is no longer the landmark of the region. A more accurate symbol is the modern factory built of aluminum and glass and set in a landscaped park just off a six-lane highway.

New England isn't what it used to be. It is better, much better; so much better that it is now one of the nation's liveliest markets for merchandise—even though a lot of people with merchandise to sell don't know it.

The rebuilding of New England has to be seen first-hand to be appreciated.

View of Recovery • A 2,500-mile tour covering over 90% of the New England population provides a dramatic picture of the way Yankeeland is recovering from its depression, tooling up for the space age and remaking its physical structure. A 65-mile drive

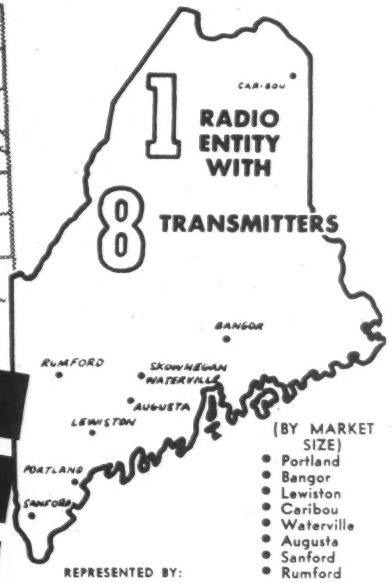
WHAT THE SURVEYS *DON'T SHOW* IN NEW ENGLAND

We know the 1959 SRDS surveys show a 5.5% increase in Maine's spendable income but we had to go to college . . . Bowdoin* . . . for a study of Federal expenditures in Maine to find this **big PLUS . . .**

To reach this lucrative and GROWING market, buy the most unusual radio package anywhere . . . LOBSTERADIO, a single radio entity with 8 transmitters. Local programming, local personalities, local coverage . . . one basic cost.

*Bowdoin College Center for Economic Research—"Maine Business Indicators"

1958 Federal Payroll to Military personnel in Maine	$77,773,000
Federal Government contract awards in Maine, 1958	$46,262,000
Kittery, Maine Navy Yard Payroll for 1958	$31,500,000
Construction of new Government Facilities in 1958	$30,343,000



REPRESENTED BY:
New York:
Richard O'Connell, Inc.
Boston: Harry Wheeler Company
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The Big Plus is...
LOBSTERADIO IN MAINE...
THE LOBSTER NETWORK

STEPS TO TAKE FOR GREATER SALES IN
GREATER BOSTON and GREATER WARE...

WHIL ★ *MUSIC-NEWS-SPORTS* ★ WARE
Sherwood J. Tarlow, President, Tarlow Associate Stations

WHIL — 1430 K.C., Boston, Mass. *National Rep.: Grant Webb & Company*
WARE — 1250 K.C., Ware, Mass. *National Rep.: Breen & Ward Company*
Regional Rep.: Harry Wheeler & Company

Other TARLOW Stations: WHYE, Roanoke, Va.: WWOK, Charlotte, N.C.: WJBW, New Orleans, La. and associated with WLOB and the Maine Lobster Network, Portland, Me.

New England has only:

2.0% of the nation's land area
5.8% of its people

But it produces:

6.6% of the nation's personal income
6.7% of its wages and salaries
6.5% of its retail trade
10.0% of its total manufacturing
37.0% of its jewelry
37.0% of its footwear
25.0% of its cut stone
14.0% of its potato crop
12.0% of its aircraft parts and products
85.0% of its sterling silverware
56.0% of its newsprint
16.0% of its pulp-paper
80.0% of its sporting firearms, ammunition
12.0% of its electronics
80.0% of its packaged frozen seafood
33.0% of its fabricated plastics

And it possesses:

6.7% of the nation's telephones
13.0% of its commercial laboratories
20.0% of its life insurance assets
27.0% of its machine tools
13.0% of its colleges and universities

along Boston's circumferential Route 128 unveils a panorama of a hundred big electronic, scientific and precision instrument plants. A decade ago this area was farm land and forest.

Here are a few mid-summer 1959 readings on New England's business pulse:

- High income, well above the national average.
- High savings, ditto.
- Jobs in both manufacturing and non-manufacturing on the increase.
- Above-national-average household equipment.
- High retail spending.

New England has become a center for advanced technology. Last spring it was divulged that a New England radar rig had delivered electronic energy all the way to the planet Venus and back. Nose cones for missiles, pocket-size tv transmitters, yards-long computers, gadgets that play tricks with atoms—all the intricate gear of the space age is being conceived and produced in New England. The region is now the most concentrated center of research and scientific industry in the U.S.

All this in an area that has had the highest ups and lowest downs of any major geographic segment of the country. New England has survived its downs, including the loss of 300,000 textile jobs in the past 25 years. It has learned to survive better than many other regions of the nation. The 1957-58 recession didn't hit New England as hard as it hit a good many other places in the U.S.

A Poor Image • Unluckily, New Englanders haven't been able to sell their story of progress. Their investment in the future gets scant attention outside their boundaries. Their products aren't properly promoted, even in their own backyard. Maine grows excellent potatoes, but the Somerset Hotel, Boston's social shrine, serves Idaho Russets in its dining rooms—and emphasizes their Idaho origin on its menus.

Outsiders hear the bad things about New England, but get little word about the good. They notice the loss of 57,000 New England factory jobs in the past decade, but seldom mention the 310,000 increase in total employment that took place during the same 10 years as service industries expanded. The valiant struggles of local and state development groups to replace lost employment are mostly ignored.

No other region has been so minutely scrutinized and so flagrantly misrepresented by media analysts.

"Their stories and pictures provoked a widespread pessimistic belief . . . that the region's manufacturing sun had crossed the zenith and was well on the wane," the Boston Federal Reserve Bank recently stated. "Their preoccupation with the decline of textiles obscured their view of the growth of other industries and the final supremacy of New England metal-working.

"Especially significant are the newer research-based industries which put the electron to work."

The story of modern New England can't be told by a two-day peek at Boston's scientific plants or a skimming of library stacks. New England is intricate and complex. It is split into three general sections:

- Southern Connecticut, an extension of the Manhattan dormitory in Westchester County, N.Y., in its own right a crowded blend of old and new industry.
- The Yankee factory, from New Haven north through Hartford-New Britain to Springfield and Worcester, Mass., east to Greater Boston and all the area east and south of this right-angled perimeter with a northward bulge.
- Old New England, New Hampshire, except the southern strip, Vermont, and Maine. This beautiful area combines rural and hill country economies and unlimited water supplies with some industry. It's one of the few areas left into which mechanized America can spread; the potential is enormous.

This is the country of Colonial heroism, tough conservatism, thrift and energy—once the solid backbone of old America. It now is at the northeastern top of this backbone, with mixture of old Yankee stubbornness and new blood from all over America and the world.

Pessimistic Reports • Yet the country's oldest region is also the least understood. A spring newscast on the NBC-TV network was based on "four dying towns." The four towns didn't act at all dead that morning of March 19, as NBC discovered a few minutes later at its Rockefeller Center headquarters. A few weeks later NBC-TV described an industrial miracle in four New England towns (page 76).

The June issue of *Esquire* described Boston as a place with "no future unless it gets great planning and greater luck." Just about every phase of modern Boston was misrepresented, according to those who know the city. The metropolis teems with planning and modernization (see Boston story, page 102).

Newsweek magazine recently had a textile-tragedy piece.

The New England Council and busy chambers of commerce are kept off balance by this parade of pathos. They promote diligently and do a constructive job of making New England attractive to new employers, but their voices don't reach out loud enough or far enough.

Last May 24 the *New York Times* surprised them by describing the way thousands of small industries are sprouting into big plants. The *Times* added, "If the Yankees have a shortcoming it is a reluctance to do much shouting about it. Consequently they often are sold short by outsiders. The record of the flight of textile mills has hung like an albatross around the necks of the Yankees for years."

Old and New • New England is combining old and conservative capital with a rising generation of younger management during the transition from soft goods to hard goods and scientific products. Its supply of skilled labor is

GOOD AND BAD ABOUT NEW ENGLAND

New England has its pros and cons. Unluckily its cons, or minus factors, are better known than the pros, or plus factors.

A matching of these plus and minus elements shows that much progress has been made since New Englanders set out to salvage the region from a textile-inspired collapse, but there's still trouble ahead.

Here is the plus and minus balance sheet of New England:

Rock-hard New England weathered the 1958 recession in good shape, suffering less than the U.S. as a whole.

Three good reasons for this show of resistance were cited by Robert T. Westermark, economist at New England Telephone and Telegraph Co.: Better balance of manufacturing industries, growth in one industry offsetting declines in another; volume of business in non-manufacturing fields continued to grow; New England's great research centers were working on extensive military assignments plus their growing volume of private engineering and industrial studies.

Here are economic strong points:

Plus • Factory employment steady for a decade at 1.5 million (see chart).

Plus • Retail sales have dropped only one year since 1947 (see chart).

Plus • Non-factory employment was 1.8 million in 1947; 2.2 million in 1959.

Plus • Total employment was 3.3 million in 1947; is 3.6 million in 1959.

Plus • Output per worker is increasing as textile and metal industries replace old equipment.

Plus • Local and state development groups attract new industry.

Plus • The region's schools train one of every seven scientists.

Plus • Developing industrial uses of atomic energy, especially motors.

Plus • There's lots of finance—insurance funds, Boston banking, college endowments, big family trusts and investment houses (eight of U.S. bank, insurance and investment trust assets).

Plus • New England has seven of first 100 U.S. banks.

Plus • Over 75,000 aircraft employes, led by United Aircraft.

Plus • There are more well-paid white-collar workers in new industries (textile plants had few executives and technical people).

Plus • There is one auto for every three persons (10 million population).

Plus • $30 billion life insurance is in force; 18 million policies.

Plus • Air defense facilities are all over the place, including SAGE (Semi-Automatic Ground Environment) and some not generally discussed.

Plus • There is 45% more cash in savings accounts than the U.S. average.

Plus • There is high ownership tv sets, radios, telephones and appliances.

Plus • Export-import trade means $2

Plus • There are 5,000 boats. New Englanders spend $200 million a year on boats.

Plus • Personal income up 4.5% in year.

aided by a growing scientific culture—the engineers, technical specialists and research people turned out by its universities.

The New England business trend is generally upward, "a pleasant contrast with the opening 1958 months," the Boston Federal Reserve Bank said in reviewing 1959 developments. It found "a tone of hopefulness and buoyancy."

Other findings by the reserve bank:

- The usual mid-winter employment decline was relatively mild.
- All six states have employment gains over a year ago.
- Jobs in ordnance industries (missiles) are up 50% in two years.
- Leather and shoes are strong; best first quarter since 1956.
- Chemical outlook favorable.
- Good pickup in electronic components, communications equipment.
- Textile machinery up, non-electrical machinery down.
- Pulp and paper well up over a year ago.
- Factory work weeks are longer.
- Drop of 17% in business failures; new incorporations up 39%.
- Opening of summer tourist season backed by record winter resort business.
- Department stores sales up 5% in first quarter.
- Even textile mills report improving business.

The bank summed it up this way.

"More people had jobs, worked more hours per week, received more income, spent more money and supported a larger volume of business."

And then it added:

"The overall gain in purchasing power has had a stimulating effect upon trade and business in general."

Building Program • New England's industrial, residential and municipal structure was old, some of it worn out, at the end of World War II. Many of its sprawling multi-storied mills were strung along rivers where water and power resources were available. Most of these mills are still there, some empty but others bustling with low-rental garment plants and scientific industries.

New housing developments are appearing outside central cities. Local communities are facing up to the commercial and traffic problems created by old, winding, narrow streets. New Haven, Worcester and many others are razing wide swaths in major rebuilding operations.

Newest symbol of progress is the super-highway. New England was among the first areas to sense the importance of fast motor traffic in economic development. The old Merrit Parkway, built before World War II, still feeds heavy flows of autos in and out of metropolitan New York.

Later came other Connecticut arteries, a Boston-Portland link, Portland to Augusta, Me., Boston's circular Route 128 and the cross-state Massachusetts Turnpike.

The most important single development in recent commercial history, many economists believe, is the 60-mph limited-access highway. Boston is now four hours drive from New York, less than nine from Washington. Short spurs reach out to a population of 20 million.

New business and residential settlements are developing at every access point. A warehouse suddenly appears at a turnoff; trucks drive in; a gas station, restaurant and small electronic components plant spring up at woods edge.

The Big Street • This is new America and new New England. Boston to New York is on the way to becoming a single metropolis of many separate governments but many common commercial interests. New York to Washington likewise.

The combined Boston-Washington stretch of 500 miles is known by economists under such names as Linear City and Big Street. Its development was predicted years ago by Dr. Christopher Tunnard, of Yale.

"When will Linear City be a single economic unit?" Dr. Tunnard was asked.

"In less than a quarter-century," he replied. "And later it will reach from Portland, Me., to Norfolk, Va."

New England's end-of-the-line locale, long one of its worst handicaps, may become one of its most precious possessions. The fast highways are bringing skiers in the winter, anglers in the spring, vacationers in the summer, land-

Plus • Shipbuilding is active.

Plus • Unemployment drop—256,000 collected benefits in 1957, 178,000 in 1958.

Plus • Construction contracts up 9% last year.

Plus • All-time record in department store sales last December (up 3%); suburban sales up 23%—both over December 1957.

Plus • There's a $1.2 billion tourist industry.

The New England survival story is a series of gutty struggles. The results are found everywhere—well, almost everywhere, but effects of the textile decline are still obvious.

Here are some of the obstacles that can effect New England's progress:

Minus • Taxes are high in several states.

Minus • There's much dependence on military business; a Pentagon decision can upset a large plant and its feeder plants.

Minus • Transportation costs are high; New England is at the end of the line.

Minus • Fossil fuels are expensive because of the long haul, but atomic power promises to be an equalizer.

Minus • Japanese textile imports are troublesome and getting more so.

Minus • Shoe imports, too, are rising.

Minus • Factory earnings are $1.79 an hour compared to $1.97 for the nation (early spring figure).

Minus • Much of the industrial plant is archaic and inefficient.

Minus • Many New England young men move away in search of executive opportunities.

Minus • New England's capital has financed some of its competition in other regions.

Minus • There's a shortage of mineral resources.

Minus • Welfare-state laws, public spending and business taxes create a business climate unfavorable to efforts to attract new industry. General Electric Co. and Raytheon Mfg. Corp., for example, constantly complain of this climate.

Minus • Massachusetts, Rhode Island and Connecticut are so heavily industrialized that some economists figure their growth potential is limited.

Minus • Massachusetts' state debt is described as the highest in the nation.

Minus • Other regions are expanding in the electronics field.

Minus • The center of population is moving westward.

Minus • The research and educational edge on the rest of the country isn't necessarily permanent. New England has no monopoly on brains.

Minus • The winters are tough.

Minus • A high percentage of the housing is old even though substantially built.

Minus • Tourist business is hurt by old, beat-up hotels at some of the beaches and by slow development of modern motel-hotel facilities. Some major cities have sad accommodations.

Minus • Vermont, New Hampshire and Maine (north of Augusta) have highway problems.

Minus • Municipal housekeeping is sloppy in some places, excellent in others. It's expensive to pretty-up old streets and buildings.

Minus • New England's advantages are under-promoted. There's still plenty of defeatism.

scape lookers and hunters during the colorful autumn.

Roads to Work • The highways are taking people closer to their work by the clock and farther from their work by the mile. With 60-mph roads, New Haven folk work in Bridgeport or the New York environs, or in New Britain or even Hartford. Hartford residents drive to Windsor Locks or Springfield, Mass. Springfield residents drive to Windsor Locks or all the way to Worcester.

Railroad Woes • As in other parts of the nation the railroads are slipping while highway networks speed up motor traffic. Rail upkeep has been cut to a minimum, and passenger car housekeeping is pathetic.

But New England needs the railroads. How else, for example, can General Electric ship its big transformers out of the Pittsfield, Mass., plant? Some require specially built flat cars, some two cars.

While old New England's man-made surface is being reshaped, there's no need to alter its geography. The hills, rivers, lakes, ponds and indented coastline combine commercial and recreational advantages.

There's little waste land in the six states. Some of the rocky acres gave colonial farmers a bad time, but modern agriculture and industry know what to do about them.

In Transition • New England is changing, swiftly and inexorably. Even staid Beacon Hill, crusty center of Boston's blue-blooded financiers, is turning modern. Its money is going into the newer industries—research, nucleonics, all the products of the late 1950s.

Legend says, though, that inside Beacon Hill's brick mansions there still remain a few descendants of stubborn Tories who peer out from behind window shades in hope they once more will see the Red Coats marching across the Common.

New England is changing—and for the better. Its people are hard-working. Their economic status is improving.

The fight back to economic affluence isn't over, but one thing is certain—New England isn't about to collapse.

Some day the canards about its purported miseries will be dispelled and the true story will be told—widely, vehemently and frequently.

That's one problem New England hasn't licked.

For marketers who want to reach New England customers with advertising, television and radio are ideal vehicles. There is exceptionally heavy tv and radio penetration in all six New England states.

In Connecticut, Massachusetts and Rhode Island a whopping 92% of all homes are equipped with television. These figures are exceeded by no other states in the U.S. and are equalled by only two (New Jersey and Ohio). The national penetration figure for television is 86% of all homes; New England, as a region, has 91%.

All six New England states have heavy radio penetration. At the latest estimate (March 1958 by A.C. Nielsen Co.), radio homes totalled 96.3% of all U.S. homes. All six New England states had higher percentages of radio penetration.

	% of Homes Having Tv	% of Homes Having Radio
Connecticut	**92%**	**96.7%**
Maine	**89**	**97.6**
Massachusetts	**92**	**96.8**
New Hampshire	**90**	**96.5**
Rhode Island	**92**	**96.7**
Vermont	**86**	**96.9**

Note: Tv homes estimates are from Nielsen as of spring, 1959; radio homes are from Nielsen as of March 1958.

FOUR OBITUARIES BY MISTAKE

These classic cases show how bad publicity dogs New England despite record of recovery

". . . And today four Massachusetts towns are dying."

Today was March 19, 1959.

The words, accompanied by film, were heard on the NBC-TV news segment of Dave Garroway's *Today*.

The towns are really cities—New Bedford, Fall River, Lowell and Lawrence. Each is a community of more than 100,000.

In New Bedford, Mayor Francis J. Lawler hung up the phone and noted as he took a breather between howling callers that spring was only hours away. Winter hadn't been trouble-free, not at all, but all around were signs of recovery and progress.

Buzzards over Buzzard's Bay? Not again, New Bedford's civic leaders prayed. Another textile tragedy would crumble the bones of old Hump Back, the whale, star attraction in the city's famed Whaling Museum.

Alfred R. Thackrey, executive secretary of the Board of Commerce, paced the floor. Charles J. Lewin, quietish editor and general manager of the *Standard-Times* (operating WNBH), was fuming. "Permanently depressed," the newscast had stated. The words rang in his ears while the phone kept ringing.

The Comeback • By lunchtime they knew in Radio City, 200 miles away, that New Bedford wouldn't let New York get away with this story. Mayor Lawler's snappy telegram included a request for equal time and a positive account of the city's comeback from decades of textile troubles.

Three other Massachusetts cities wanted it known they, too, were hurt. At Lawrence, P. J. Greely, Chamber of Commerce executive secretary, pulled a cutie. Instead of complaining openly, he sent his congratulations to Garroway: "Let's face it, we do have problems," he wrote *Today's* m.c. "We had a lot of calls. Our people were sore."

Mr. Greely thought NBC-TV might be interested in developing the New England theme by telling how Lawrence businessmen had bought the 20 Arlington Mills buildings for $325,000 (assessed at $2.8 million). He added, "Today those buildings house 7,500 employes, more than were employed before the mills were closed. Twenty-seven firms and the Internal Revenue Service (processing short tax forms) are feeding more families than their textile predecessor."

When the returns were in, NBC-TV was convinced the New England textile story had two sides.

New Lead • One month later, April 22, NBC-TV opened its *Today* newscast this way, "One of the most dramatic industrial revivals in the nation is taking place in four New England towns . . . towns hard-hit by the collapse of the New England textile business."

Breakfasts tasted better that morning in New Bedford, Fall River, Lowell and Lawrence.

But all New England wondered how this could happen, how a communications company in New York, hardly four auto hours away from these textile towns, could take so one-sided a look at a two-sided story—the story of a successful fight for economic life.

The answer was simple. These textile centers had bled freely but not until dry, and had supplied their own industrial transfusions. Unfortunately they were still tagged with the "Gone South" label.

Making a Vacuum • What happens when major industries move out?

In New Bedford, textile miseries began as far back as 1929 during a long strike. A second strike in 1934 was part of a nationwide work stoppage. But soon most of the city's 26 mills were humming again and business was getting better. Aerovox Corp., capacitors, was induced to set up in New Bedford, a plant employing several thousand. Cornell-Dubilier (electronics) came later.

New Bedford was diversifying its industry. World War II kept the mills busy, especially those producing hard goods and all types of machinery and metal products. By 1947, however, the southern migration was resuming.

Last year New Bedford lost two big mills—Wamsutta and Hoosac, throwing 1,800 out of work. Yet unemployment has declined from 9,000 to 8,000 since spring of 1958. Rubber products led the new jobs.

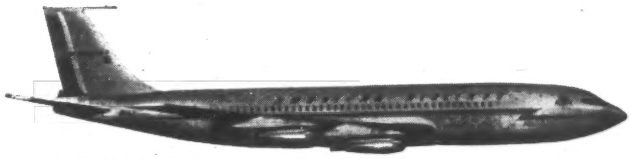
Filling a Vacuum • These shocks aren't absorbed automatically. It takes planning, pushing and persuading to rebuild a city's industrial structure. New Bedford decided in 1949 to solve its own crisis by forming an Industrial Development Legion. Another group, Greater New Bedford Industrial Foundation, was set up to raise capital to improve sites and finance new factory buildings. A Cooperation Unlimited Crusade raised $1 million, and New Bedford added an 800-acre industrial park and a 64-acre marine terminal.

New Bedford is only 30 miles from Plymouth and its exalted rock. "We have no intention of making a burial ground out of the land where American industry began," Mr. Lewin said. "Look what's happening," he added, citing this list:

Berkshire-Hathaway, textiles, plant re-equipped with latest machinery, employs 2,000 and is headquarters for the

Before • Acres of empty space were left at Lawrence, Mass., as American Woolen closed its big Shawsheen plant.

After • When Raytheon moved into Shawsheen to make Hawk missiles it gave area $2-million-per-month payroll.



AMERICAN AIRLINES COMES AND GOES

There's nothing unusual about getting an account. That's one of the joys of business. Losing it is one of the hazards—that happens, too. But when it does, we like this kind of sequel: American Airlines ("Music 'Til Dawn"), after an initial three-year cycle on WEEI, left to go to a higher power Boston station. Now they're back on WEEI!

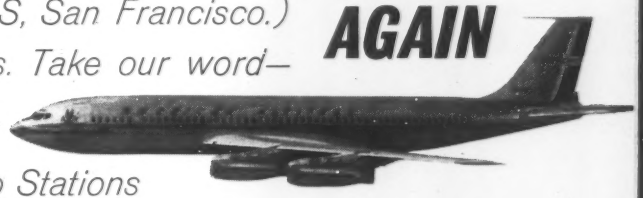
Such contracts are the greatest tribute a sponsor can pay a station. They mean he's assessed both stations' performances . . . and he's picked you.

In this case, American Airlines confirmed what we've been saying for a long time: an advertiser is simply not in Boston unless he's on WEEI. Listeners believe in WEEI, follow it, swear by it. And WEEI's entire staff is determined—through inventive promotions and aggressive merchandising—to translate that audience loyalty into sales.

This kind of performance is typical of all seven CBS-Owned Radio Stations. Each one is the bedrock of any advertising program in its market. ("Music 'Til Dawn" is now in its seventh successive year on WCBS, New York, WBBM, Chicago, KNX, Los Angeles, and KCBS, San Francisco.)

They're great stations. Take our word—and American Airlines'.

...AND COMES BACK AGAIN



The CBS-Owned Radio Stations

WEEI, Boston; WBBM, Chicago; KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis; KCBS, San Francisco

WTAG's 2-Layer Cake

THE FILLING:

Worcester County . . . population 582,600

THE FROSTING:

Central New England . . . another 617,400

Total Calories—**1,200,000**

40th U.S. Market—More People Than Some States—*

There's more here than meets the eye in the usual market reference sources. Maybe you've missed or misinterpreted the real potential in this important segment of the New England market. WTAG is the only station that covers *all* of it. For up-to-date information, contact our representatives, Henry I. Christal Co.

WTAG 5000W 580KC AM-FM

WORCESTER; MASSACHUSETTS

*SRDS - MAY 1959

organization; J. Curry Mendes Corp., paper machinery, new plant this summer; Quaker Oats, pilot pet-food plant at the harbor; Morse Twist Drill, $3 million in new equipment; Goodyear, $2.5 million invested in three years, with 850 working on three shifts; Firestone, new contract for shell casings.

The whaling industry is history but the current seafood catch at New Bedford is valued at $14 million annually, led only by San Pedro and San Diego on the Pacific Coast.

Omega Aircraft Corp. is making twin-engine helicopters, hopes to turn out 500 eventually.

New Bedford is distribution point for Cape Cod, Martha's Vineyard and Nantucket. Its fishing industry employs 3,000 and produces 75% of the world's scallop supply. Fishing is of such public interest that local radio stations list the daily catch of these boats. Ocean cargo ships come into the harbor. Beaches have been improved, new streets built. A heavy share of the factory buildings are of the one or two-story type favored by modern industry. Many small businesses occupy once-vacant mills.

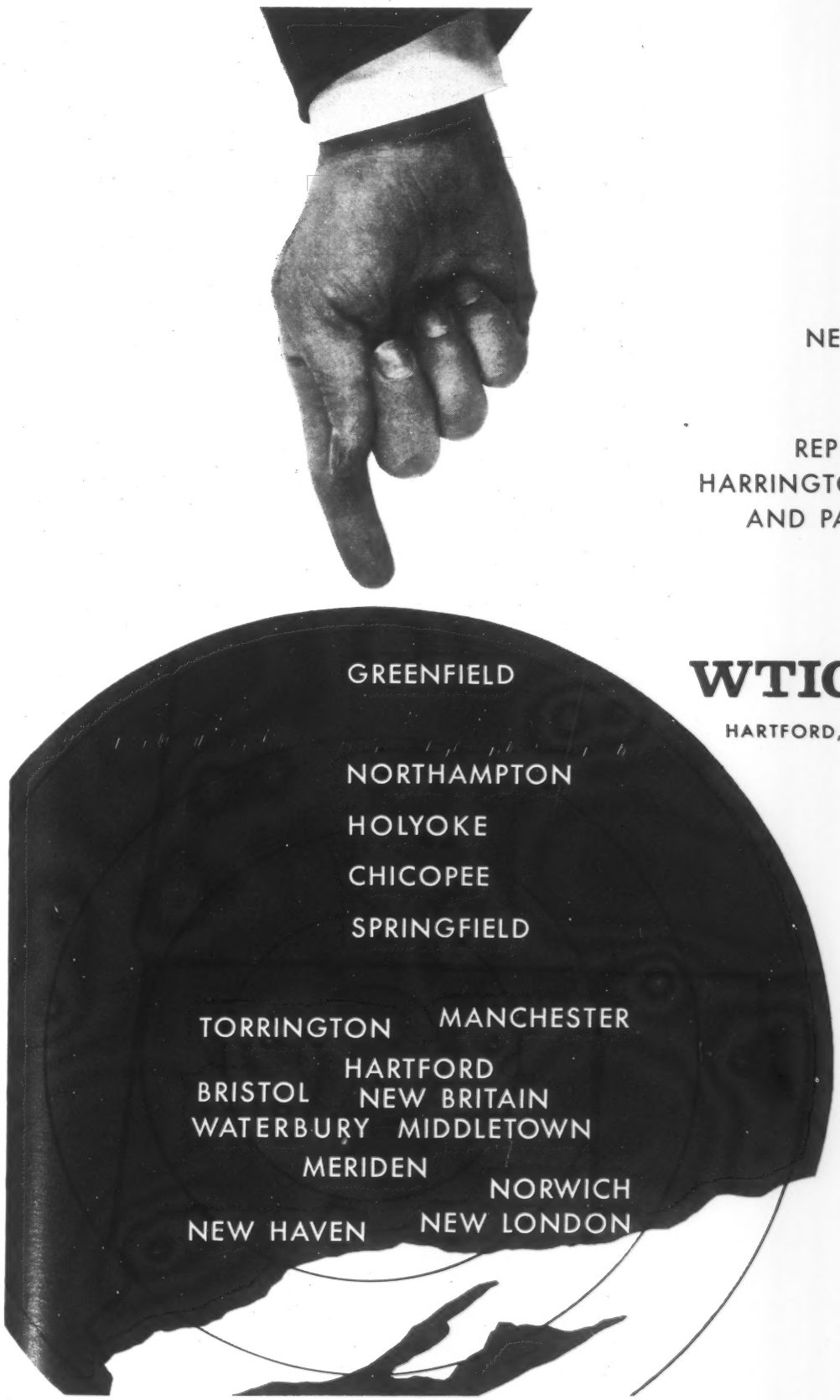
Mr. Thackrey said 50,000 out of the total 105,000 population of the city were employed during the spring. "Does that sound like we're dying?" he asked.

The Second City • Fall River, between New Bedford and Providence, R.I., has a similar story. Alarmed in 1954, it staged a BJ (Building for Jobs) Day, raising $500,000 in a fast sidewalk campaign. Greater Fall River Development Corp. was formed and a new plant was built on speculation. Minneapolis-Honeywell leased it. A second "spec" building is to be ready by July.

May payrolls in Fall River were more than $500,000 above May 1958, said John Scanlan, of the Chamber of Commerce. Globe Mfg. Co., girdles and elastics, is expected to add 150 jobs this year. Artcraft Fixtures, planning to move out, was induced to stay when more plant space was provided. Montoup Electric (Stone & Webster unit) has a $20 million expansion program under way across the river in Somerset. Firestone and Latex are active; C.N. Beetle, plastics, is enlarging; Berkshire-Hathaway is busy; Marscot Plastics is making boats.

The gloomiest spot in Fall River a decade ago was Pleasant Street, where Union Mills had shut down. Now 1,700 employes work in garment, furniture, finishing and other industries housed in this group of sturdy buildings.

Fall River has a 35-foot-deep harbor with a $2 million state pier. Shell and other refineries get their oil via the Atlantic. A new super-highway has brought Boston within a one-hour drive. A big suspension bridge is planned



WTIC-TV
SELLS
RICH, RICH
SOUTHERN
NEW ENGLAND

REPRESENTED BY
HARRINGTON, RIGHTER
AND PARSONS INC.

WTIC-TV 3
HARTFORD, CONN.

across the river. Several downtown blocks have been razed for commercial buildings, a park and parking space. A new expressway through the city is in the works. "You can see why Mayor John M. Arruda and the chamber got after NBC-TV when they did that 'dying town' program," Mr. Scanlon said.

The Third City • Lowell was the next Massachusetts city given an advance obituary by NBC-TV, receiving favored treatment when the telecast opened. "This is Lowell, Mass., where the Appleton Mill, now unused, used to employ thousands of textile workers. And the Bigelow carpet mill in Lowell, another onetime major employer, also is out of business. As though a period is being put on the New England textile industry—the mill is now being torn down."

"We're now an ex-textile city," said Andrew McCarthy, executive director of the Lowell Chamber of Commerce. "A long bus strike has hurt us but we're holding no wakes. The last textile shutdown was the Merrimack Mfg. Co. cotton mill in 1957."

CBS-Hytron was the first to set up in an industrial park started by a local foundation. It has 650 employes and is putting in a $5 million addition. Raytheon has 3,500 employes. Wakefield Industries, making cases for Symphonic Radio & Electric Corp., has grown from 69 to 450 employes since 1954. Symphonic had 84 then, now has 1,500. Lowell has Carrier Corp., Reiss Associates and is planning two urban redevelopment projects—"a leader in New England's switch from a one-industry economy," Mr. McCarthy said of the community that Charles Dickens had once described as "the most beautiful industrial city in the world."

The Fourth City • The final city in NBC-TV's left-handed eulogy, Lawrence, suffered one of the major shocks of the textile migration when American Woolen Mills moved out of one of New England's largest mills, a shutdown that had started in 1952 and ended three years later. Shawsheen Village, it was called, an industrial showplace with "company houses" that looked more like a Westchester County community.

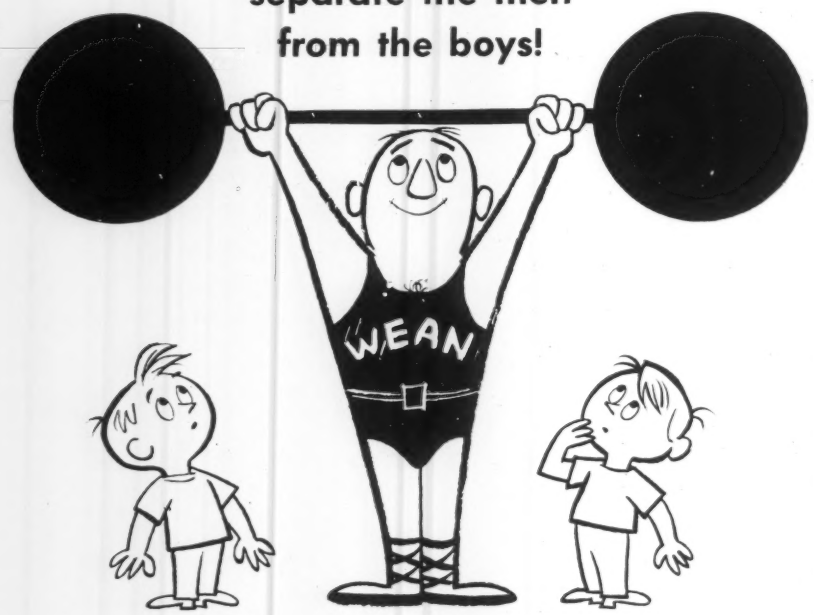
Lawrence and adjacent Andover lost thousands of jobs when Shawsheen shut up shop. But along came Raytheon. Shawsheen is now turning out Hawk missiles that add security to 20th century America. Raytheon has a $2 million monthly payroll at Shawsheen —at least six times the old woolen payroll. A spring evening drive around this vast plant showed a late shift at work; 6,200 are on the payroll now, and it is headed toward 7,000. American Woolen had 2,000 at peak.

The redevelopment program is bringing results in Lawrence. Western Electric has opened a multi-million dollar plant. Employment went up 600 in a recent month, even textiles showing a gain of 190 jobs.

NBC-TV's followup telecast in April told a constructive story of New England's revival. New Bedford, Fall River, Lowell and Lawrence were vindicated.

A lesson was taught, a simple lesson: Don't go around calling New England a corpse.

Here's where we separate the men from the boys!



MORE ADULTS*
(the mature BUYING audience)
LISTEN TO WEAN

*Nielsen—April-May, 1959 Adult listeners, average reported per hour—88.9%

79-0
WEAN

24-HOUR A DAY MARKET PLACE
IN PROVIDENCE, RHODE ISLAND—
THE HEART OF THE NATION'S TEST MARKET

Ask Venard, Rintoul & McConnell
In New England: Foster & Creed

Tallest of all

The highest structure in the United States will be the 1,619-foot tower being erected for WGAN-TV Portland, Me. The tower is located at Raymond, Me., 20 miles northwest of Portland. It will top by nine feet the antenna of KSWS-TV Roswell, N.M., now the tallest in the country. Creighton E. Gatchell, WGAN-TV vice president-general manager, said the RCA antenna wil be a traveling wave array with an 18-gain factor.

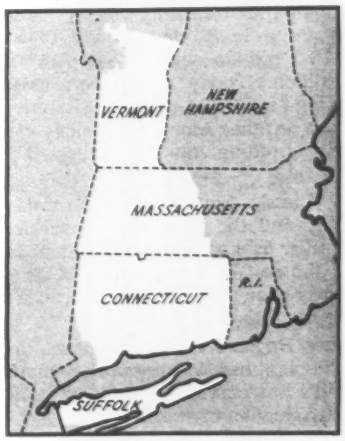
WTIC MEANS GREATEST COVERAGE

TOP PERSONALITIES

BEST ACCEPTANCE

DEDICATED SERVICE

IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

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REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

SCIENCE TAKES UP TEXTILE SLACK

A new industrial era brings jobs and payrolls to New England

Two twists of economic fate have shaped New England's destiny: the decline and migration of textiles and the growth of scientific industries.

Textiles have been slipping nationally and shifting regionally for more than three decades, aside from the abnormal demands of World War II.

Electronics, nucleonics, aeronautics, astronomics—all the industries based on modern science and engineering—were exactly what New England needed to offset the textile tragedy. Its concentration of capital, research and technical training facilities, production skills and resources served to adapt the region ideally to these latter-day phenomena. One of the results: a fifth of the nation's entire missile program is centered in New England.

New wages and new business helped the harassed region survive the textile shock. Automatic bookkeeping and mechanized mathematics have facilitated the industrial evolution, helping to consume the tubes, transistors, coils, sub-assemblies and finished units required by the billion-dollar computer manufacturing business.

The textile industry, New England's oldest, dates back to the years immediately following Plymouth Rock; the electronics industry is one of its newest.

At least a third of the stuff now coming out of the scientific plants wasn't in use at the end of the Korean War. Ten years from now the scientific industries will be turning out thousands of products not now in use.

Here are the stories of the falling textile and rising scientific industries and their place in New England's present and future.

Textile story

The best told story of contemporary New England is the collapse of its textile industry.

Told by itself, as it usually is, the story is a tragedy of vacant mills and dying cities. Take the story of "Black Christmas" in Manchester, N.H.

On Dec. 24, 1935, the huge Amoskeag plant, over two miles of mills lining the Merrimack River in Manchester, shot Santa Claus. The plant closed, and suddenly 18,000 families faced poverty.

Leave the story at that point and you have a drama of human misery. Carry it to its conclusion, however, and you have a story of another kind.

After recovering from the first great shock of the Amoskeag closing, a citizens group raised the money to buy the 10.5 million square foot plant for $5 million. Today 12,000 persons are working in 128 separate industries housed in the Amoskeag mills—electronics, bottling, tanning, other enterprises.

A Classic Story • The Amoskeag folding and the resultant comeback is a familiar event in New England. Somehow the rest of the nation still thinks of the region's troubles rather than its recovery.

New Englanders readily admit their textile plant has shrunk but they remind that it's just one of many billion-dollar-plus segments of the economy. Last May the Boston Federal Reserve Bank had a pleasant comment, "Improving business even extended to textile mills," with backlogs or orders leading to a spring speedup in cotton, woolen and worsted, dyeing and finishing, "the best tone it has had for some time." Over $400 million has been spent since the war in plant improvements.

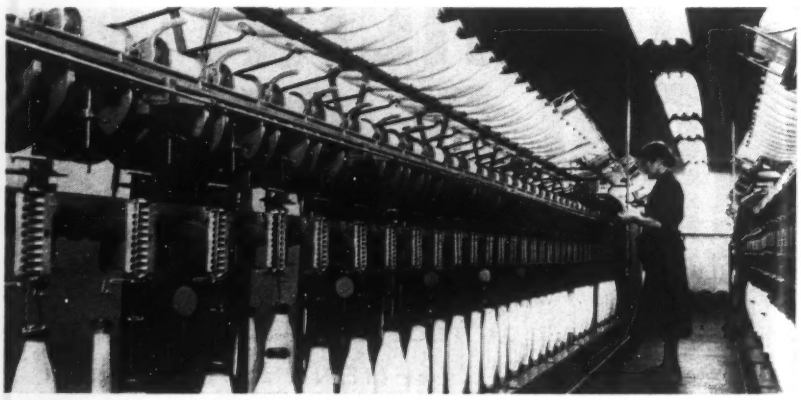
Essentially the textile situation looks this way:

- Textile jobs dropped from around 240,000 to 160,000 in roughly a decade, following a national trend in the industry.
- Shutdowns of mills and migrations southward have cut the industry to a third its 1919 level.
- The skidding trend is leveling off.
- Once New England's first industry, it's now behind electronics, transportation equipment and other hard goods.
- Textile wages are below the general factory level.
- Jobs are dropping faster than production.
- A half-million jobs are tied directly to textile production.
- Migration to the South is practically over; closings are mostly shutdowns.
- Half of the displaced textile workers, often in older age brackets, never get back into industry.
- The South's low-cost advantage is disappearing; wage scales aren't far apart but New England has more fringe benefits and holidays. Spring contract settlements brought a series of pay boosts.

Industry Problem • Actually the entire U.S. textile industry has been sickish for many years. Two-thirds of the foreign market has been lost and imports have risen. Southern textile plants are hurting, too, but not as badly as their northeastern competitors.

A recent textile study by the U.S. Senate pointed out that the textile industry hasn't shared the growth of the U.S. economy since 1947. People are spending less for apparel as recreation opportunities increase. Some of the new fabrics are more durable; plastics and paper are used as textile substitutes in industry.

Textile profits are down and a lot



Automation impact • Only one person is needed to operate textile machine, turning out tricot cloth, lingerie and sweaters.

Textile transition • All Manchester, N. H., went in mourning during the Christmas holidays in 1935 when Amoskeag shut down its miles-long Merrimack River plants. But Manchester snapped back, the mills now house 128 industries.

of the national textile plant is obsolete, the committee found. Among solutions suggested were import quotas and a realistic approach to depreciation rates to encourage plant modernization.

Woolen mills have suffered the most, with a 50% drop in woolen-worsted fabrics jobs in two decades; 65% of worsted spindles have been liquidated.

New England's textile problem was reviewed last April by governors of Massachusetts, Rhode Island and New Hampshire. They asked President Eisenhower for a high-level study of their difficulties. The request was granted. An inter-agency committee of top federal officials will direct the study. Less successful has been New England's effort to get Congressional aid for needy cities.

The Ways Out • The solutions to New England's textile-based troubles are known to every New Englander—1, rebuilding, with financial aid and faster write-offs for new equipment; 2, development of new types of business and industry and 3, a brake on textile imports.

Modernizing can help. Take Berkshire-Hathaway's plants in New Bedford, Fall River and adjacent cities. First the New Bedford plant was transformed into what Edmund B. Rigby, treasurer, calls the most up-to-date in the country. Eight mills employ 6,000, same as a year ago, but the payroll is up due to a general textile wage boost last April.

Berkshire-Hathaway is now competitive with the South. Three full shifts are operating five days a week. Output is greater than a year ago. Said Mr. Rigby, "I feel confident a large part of the textile industry now operating in New England will stay here and continue to prosper."

The industry's decline has been a cruel blow to many communities. Manchester, Nashua, Lawrence—the cities of tragedy were legion. But they haven't rolled over to die (see recovery story, page 76). Some hard-hit cities are still losing ground one month, gaining it back the next.

But dying? That's no way to speak of the living.

Electronics story

"Electronics saved New England's life."

This statement, more than any other, was heard in a month of observation around the factory, commercial, financial and scientific facilities that crowd the landscape of the six northeastern states.

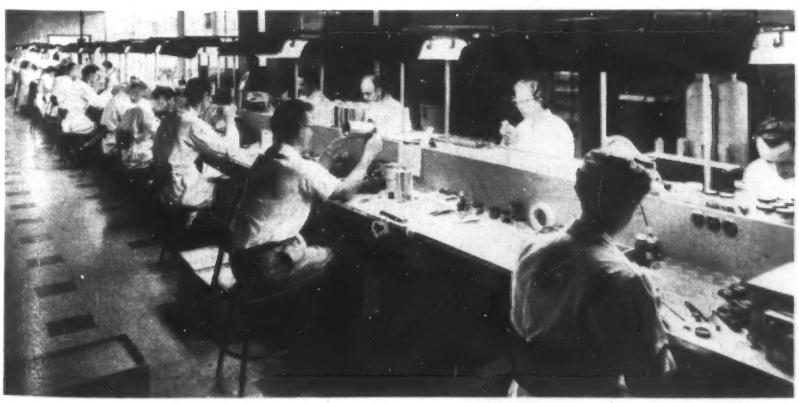
Dramatic, but not quite true.

Best obtainable data, blended with first-hand checking, indicate New England's electronic output will exceed $1¼ billion this year, over one-seventh the U.S. total factory value in electronics.

This is big business, but in itself the electronics industry hasn't replaced all the jobs lost in textile shutdowns and migration, or in feeder and textile service enterprises.

A steady and at times spectacular growth of electronic plants has been accompanied by growth in the parallel brain-backed or sophisticated industries that go along with missiles, satellites and the automated way of life.

Elusive Figures • Exact figures for electronic jobs aren't available. First, the official job classifications of federal and state agencies have just started to catch up with the $9-billion-plus electronics industry. Dr. William H. Miernyk, of Northeastern U., Boston, a leading economist, suggested it would take one person at least three years to estimate the number of workers em-



Scientific contrast • Minimum square footage per worker is required in modern plant turning out measuring instruments.

WCSH-TV 6

NBC Affiliate Portland, Maine

DOE

SIX will reach more homes for you, too.

The area A.R.B. taken April 11-17, 1959 again confirms that you get a bigger, more receptive audience on SIX.

QUARTER HOUR BREAKDOWN — HOMES REACHED

Sunday through Saturday —
8:00 a.m. - 12 midnight
Total quarter hours surveyed
in breakdown - 449

WCSH-TV share of "firsts" .... 277 - 61.7%
Station B share of "firsts" .... 109 - 24.2
Station C share of "firsts" .... 63 - 14.1

Remember, a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

ployed in New England's electronics plants.

Even if such a study were conducted, the final result would face an insoluble problem—the cross-pollination of electronic, nucleonic, computer, instrument and space-penetrating industries. Literally hundreds of large plants are mixtures of engineering, scientific, research, precision, electrical, chemical and metallurgical industries.

Electronics' place in New England's economy and its future can be shown by a few figures and trends:

- Over 700 plants, many working extra shifts.
- Fastest-growing electronics area in the U.S., with greater dollar volume than Southern California.
- Enormous backlogs of orders.
- No seasonal factor.
- Prospects of meteoric expansion in military business (over half the cost of a missile is electronic).

Combined research, design, machine-tool and instrument facilities give New England leadership in the super-miniature, light-weight and shockproof items needed for space vehicles, missiles and the hardware of the future.

The Space Future • John L. Burns, RCA president, speaking at the dedication of RCA's new missile, electronics and control plant on Route 128 at Burlington, Mass., said New England "is destinated to play a leading role in the coming electronics and space age." By 1968, he predicted, electronics and space gear will be the region's largest industrial activity.

The Burlington project is RCA's first major plant in New England. Present employment is near 800 and is to be 3,000 by 1962. A semi-conductor plant had been set up in 1955 in leased space, giving RCA the feel of New England's electronics charms.

Mr. Burns described it in these words, "Few if any areas in the United States offer greater stimulus to intellectual curiosity, original research—basic materials of electronic progress." The Burlington plant is devoted to missiles, anti-missile techniques, electronic fire control and other intricacies of defense.

Raytheon's Story • The fantastic growth of Raytheon Mfg. Co. symbolizes New England's electronics industry. In 1942 it was a small tube plant with a $6 million volume. World War II led to fast production of the Magnetron power tube for radar. Raytheon broke the radar bottleneck with its mass-output techniques. Its radar assemblies provided three-fourths of the surface-search systems used by United States and Allied navies.

By 1951 Raytheon's sales had reached a pre-Korean War figure of $89 million; by 1954, $177 million. A policy change in 1956 took the com-

. . . when WBZ-TV moved into the homes of intrepid New Englanders. Just *one* out of every 20 homes in the area had a television set then. Today there are TV sets in 92% of the homes . . . and WBZ-TV is by far the No. 1 station.

We at WBZ-TV are proud of the enthusiastic response shown us by this vast and prosperous six-state community. We're proud because it justifies our faith in the area's growth.

And we're proud because the constantly increasing number of viewers (6½ million strong) means that they like us here . . . and that we are informing, entertaining and selling them.

And what else is a broadcaster for?

WBZ 4 TV Boston

Effective July 1st, represented by TvAR

© Westinghouse Broadcasting Company, Inc.

pany out of consumer tv. Military business was growing, pointing to a new market in what are called "sophisticated electronic weapons." The company invested heavily in engineering leadership in key scientific frontier areas instead of consumer markets, patents and low-cost facilities. This led Harold S. Geneen, executive vice president, to say, "The self-generating ability of profitable growth within the company has been established."

It's hard to argue with Mr. Geneen after a look at the first-quarter statement for 1959. This shows: $333 million backlog of unfilled orders, a gain of $50 million for the quarter; sales of $109 million ($80 million for the same 1958 quarter). Total sales in 1958 were $375 million, a 45% increase over the $279 million in 1957; 1958 earnings after taxes were $9.4 million, or $3.08 per share, 95% above 1957.

Raytheon is the only electronics company in the nation with prime contracts for two major missiles, the Army Hawk and Navy Sparrow III. The Hawk, a ground-to-air missile, has been tested and is believed near the operational stage. It has knocked down the XQ-5 six miles aloft and traveling at twice the speed of sound. Sparrow III is an air-to-air missile. The entire unit is made in New England.

Raytheon, a sprawling giant, largest employer in Massachusetts (35,000 employes), is scattered all over the central New England landscape in old textile plants, efficient new industrial parks and even in glorified tool sheds—wherever convenient space can be leased. Floor space totaled 6.5 million square feet, a recent checkup showed.

One in 10 of Raytheon's employes is an engineer, scientist or executive. The near-4,000 crew of specialists is growing as fast as Raytheon can recruit from industry and campus sources.

The laboratories conceal secrets known to only a few, a common condition in this research reservoir. Some of the military developments have civilian uses. Radar tests in freeze-drying of food suggest a revolution in the processing and distribution of food products.

Famous Names • Other leading electronic names are found everywhere. Sylvania Electric Products occupies eight locations in Massachusetts, New Hampshire and Maine. Radar, data and missile plants are at Waltham, outside Boston, a second data plant at Needham, Mass., and transistor-diode production at Woburn, Mass., and Hillsboro, N.H. Most of the other plants concentrate on lighting products.

Sylvania isn't doing much talking about its Project Plato, an anti-missile guided missile it has been working on several years. It's active in radar, computers and other devices.

Last May 24 NBC-TV network devoted a Sunday hour to the dedication of Avco's $20 million laboratory array on Route 128. Here Avco is developing re-entry nose cones for Titan missiles under a $111 million Air Force contract. Titan's job is to deliver a hydrogen bomb to targets thousands of miles away.

Electronic Sampler • CBS-Hytron, Bomac, Sprague, Tracerlabs, Datamatic, International Business Machines—the names of electronic and partially electronic firms run into the hundreds. Datamatic is a joint Raytheon and Minneapolis-Honeywell project. Its growth is spectacular, its computers even more so. IBM's plant is at Burlington, Vt., one of the compact list of major industries in that state. Another Vermont industry is the Rock of Ages setup in Barre, which turns out a strange pair of items—multi-ton blocks of granite and tiny capacitors that a finger-nail can conceal.

Nationally the computer business runs into the billion-dollar bracket. New England's share isn't easy to compute. A good guess would give it at least a fourth of the U. S. total, maybe more when the long racks of missile-space equipment are included.

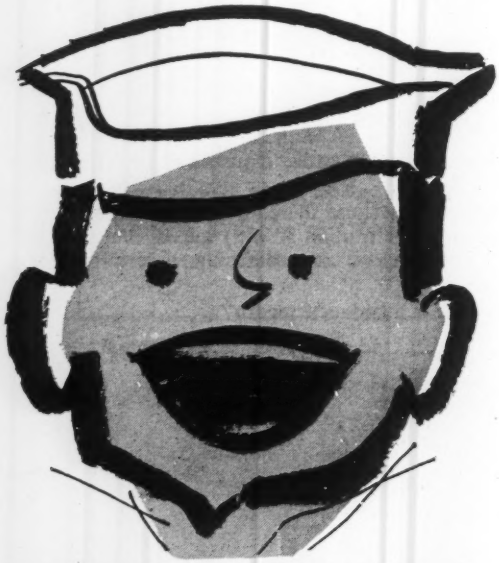
Electronics equipment fits into the

Pulse shouts about it...

The latest 27-county Pulse rates WBZ+WBZA No. 1 in 4 out of 5 quarter hours, in a primary service area of 5½ million people! •

Bostonians spout it...

Nielsen shows that WBZ delivers more adult listeners than any other radio station in Boston!



office operations of every known type of major industry, even television audience research (BROADCASTING, May 25). But related industries turn out equipment used to house and operate electronic gear.

Example of Growth • An example is D. S. Kennedy Co., at Cohasset, southeast of Boston just beyond the eastern terminus of Route 128. At the end of World War II the plant, headed by Donald S. Kennedy, employed five people building radar reflectors for Raytheon. After the Korean war the company got into antenna systems and its volume rose to $4 million in 1956 as it went into big tracking antennas.

Charles Creasor, vice president of Kennedy, said the company's 1958 business was $14 million. All but a dozen of its 700 employes are in New England. "Right now we're taking a breath to decide how big we want to be," he said.

Kennedy installations include the long-range dish at Lincoln Lab., west of Boston, MIT-operated plant that delivered the blip of radar energy to Venus and back, plus others in the Cape Canaveral-Ascension Islands chain. The company's four plants had a $11 million backlog at a recent checkup. Its reflectors and associated radar gear automatically stick to the course of a skyward satellite.

High Pay Jobs • One of the mushrooming computer outfits is Epsco Inc., Boston. An engineer who is handy with the stuff that goes into its air-traffic control systems and missile trackers can earn $15,000-$20,000 a year. Epsco figures this is a good investment in its business. It has been a pacemaker in combining digital (number) and analog (physical quantities) computers.

Starting from a basement in 1953, Epsco is now in the $10 million-a-year bracket. It has equipment that will measure in terms of a millionth of a second. The Epsco Stardac is designed to guide Polaris missiles from submerged submarines to distant targets.

A heavy industry unit, United Shoe Machinery Corp. has a contract to build reactor components for atomic power generation.

Scattered Installations • Raytheon, Epsco, Bomac and the other electronics manufacturers in New England have their components, sub-assemblies, assemblies and specialties all over the extensive defense installations that dot the six states.

The science of nucleonics, less than two decades old, has been embraced eagerly by New England where high fossil-fuel costs (oil, coal and gas, mainly) have been a competitive problem, raising production expense in comparison with areas closer to fuel sources.

As atomic power sources increase, the disappearance of shipping expense for older fuels will place New England closer to competitive equality with other regions. After all, the ingredients of an atomic power plant can be delivered in a relatively tiny package.

Nuclear Development • There's secrecy everywhere — along Boston's Charles River, around Route 128 and in research laboratories. Four big Boston-area nucleonic projects are said to involve around $200 million. A reactor at Rowe, in western Massachusetts, will supply power in a region that uses lots of it.

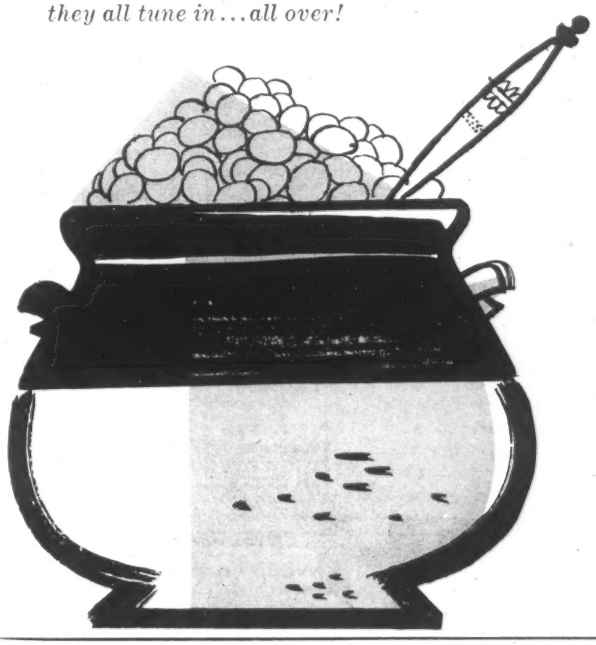
Two nuclear-powered naval ships, adding up to around $200 million, are under contract to Bethlehem Steel. Atomic submarines are coming out of the General Dynamics yards at Groton.

• Lowell Technological Institute has plans for nuclear education and a research center. Massachusetts Institute of Technology, Harvard, Northeastern U. and Worcester Polytech are deep in atom-splitting. Medical schools, hospitals, industrial plants and research centers are utilizing new products in their economy-promoting operations.

It's a safe guess that all the newer sciences are going only one way—up. And New England intends to lead the ascension.

All New England is mad about it... WBZ + WBZA Radio

Newsmen in the field give lively local news coverage...top personalities key their shows to special New England tastes! No wonder they all tune in...all over!



■ *More New England listeners than any other radio station!*

■ *The* only *single advertising medium that blankets all New England!*

WBZ 50,000 WATTS BOSTON WBZA SPRINGFIELD

Represented by PGW Effective July 1, represented by AM Radio Sales, Inc.

Westinghouse Broadcasting Company, Inc.

When you buy **50,000 Watt WHDH,** *you get* **BOSTON** *plus* **25 Key New England Counties!**

Weekly WHDH Penetration of 25-County New England Area*

STATION PENETRATION	MAINE 5 MAINE COUNTIES	N.H. 5 N.H. COUNTIES	R.I. 5 R.I. COUNTIES	MASS. 5 OTHER MASS. COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH	61.5%	63.4%	44.6%	68.0%	76.8%	69.1%
FAMILIES	53,600	64,200	101,600	116,200	706,300	1,041,900

*Latest area Pulse

WHDH reaches **80%** of the population that accounts for **81%** of **ALL RETAIL SALES** in Maine, New Hampshire, Massachusetts and Rhode Island!

Serving 1,507,000 Radio Homes

On **WHDH,** your **$60.00** spot buys all **25** key New England counties, at these pro rated costs:

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MAINE		
Cumberland Portland	3%	$ 1.80
Knox	0.5%	.30
Lincoln	0.5%	.30
Sagadahoc Bath	0.5%	.30
York Sanford Biddeford	2%	1.20
MASSACHUSETTS		
Barnstable Hyannis Barnstable	1%	$ .60
Bristol Taunton Fall River New Bedford Attleboro	8%	4.80
Dukes	0.5%	.30
Essex Lawrence Salem Lynn Newburyport	10%	6.00

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MASSACHUSETTS (Cont.)		
Middlesex Lowell Newton Everett Malden Waltham	21%	$ 12.60
Nantucket	0.5%	.30
Norfolk Brookline Dedham Quincy	8%	4.80
Plymouth Brockton	4%	2.40
Suffolk Boston Chelsea Revere	16%	9.60
Worcester Worcester	2%	1.20
NEW HAMPSHIRE		
Belknap	0.5%	$ .30
Hillsboro Nashua Milford Manchester	3%	1.80
Merrimack Concord	1%	.60
Rockingham Exeter	2%	1.20
Strafford Dover Portsmouth	1%	.60
RHODE ISLAND		
Bristol	0.5%	$ .30
Kent Warwick	2%	1.20
Newport Newport	1%	.60
Providence Providence Woonsocket Pawtucket	11%	6.60
Washington	0.5%	.30
Total	100%	$60.00

Buy WHDH

50,000 watts
850 on the dial

Represented Nationally by John Blair & Company

Planning the future • Research center in Cambridge, known as Trillion Dollar Triangle, provides scientific and production know-how for business, industry and the military. It's working on devices that will shape destiny.

THINKING: BIG ECONOMIC RESOURCE

Research and education are major money makers in New England

Brains are big business in New England.

A complex of universities, colleges and prep schools plus the nation's largest collection of research laboratories adds up to a multi-billion-dollar factor in the economy.

They don't even stop at billions in New England when they talk about their cerebral industry. The main group of research firms in Boston, once renowned as Research Row, has lately been dubbed Trillion Dollar Triangle.

This idea factory consists of a cluster of imposing buildings adjoining Massachusetts Institute of Technology on the banks of the Charles River. When the center ran out of river front it backed into the city of Cambridge. Now it has annexes scattered a few miles out along Route 128.

The trillion-dollar aspect is based on the influence exerted by consulting engineering and scientific firms serving private industry, government and the military. Its discoveries are destiny shapers. Massachusetts alone has 180 independently-operated research laboratories, either commercial or endowed by educational institutions or foundations, plus 142 private industrial laboratories, a total of 322.

Business of Education • Educational institutions, too, are important to the New England market. Every autumn an influx of around 200,000 students arrives from every state and most foreign countries. These students spend one to six or more years on a hundred campuses. They spend an estimated $150 million in the course of a school year for basic campus and personal costs. On top of this the institutions themselves spend $350 million annually in paying faculties and staffs, buying supplies and operating their instruction facilities. Some, such as MIT, have huge grants from government.

Endowments at New England campuses are well over the $800 million mark, according to the U. S. Office of Education. The income, of course, goes to students and campus projects. The value of college real estate and equipment isn't easy to calculate but it will pass $2 billion and is rising rapidly.

Such campus activities as sports are important economic contributors. More students are married than in the past and naturally spend more on housing, food and services than the average single student. Popularity of graduate study is growing.

Where It Began • Higher education got its American start in New England when Harvard was founded in 1636. The region is proud of its campuses; 84% of its young people stay in New England to go to school.

An economic portent from the New England Board of Higher Education: "We can expect college enrollments in New England to double in the next 15 years."

Trillion Dollar Triangle's explosive growth is based on the obvious benefits derived from the concentration of universities in the Boston area—MIT, Harvard, the newer, fast-growing Northeastern U., Boston U. (another fast grower with a $60 million expansion program), Boston College ($30 million campus) and many others.

Scientists, educators and students like one another's company and tend to live in clusters for sociological as well as professional reasons.

First Think Factory • The original Research Row had its beginnings in 1886 when Arthur D. Little Inc. was founded "to improve processes and perfect products." The firm of technical consultants prospered. When MIT moved across the Charles River to Cambridge in 1916, Arthur D. Little Inc. moved next door. Soon it had neighbors who figured this was a smart idea. The biggest boost came in World War II, the most exciting project being an

WJOY

Liveliest Station In BURLINGTON

PULSE rated Number One in Burlington, Vermont's largest city in Vermont's most populated county.

Ideal Test Market

Burlington is large enough to be representative, but small enough to be easily checked. Burlington offers such advantages as low penetration of outside advertising media, isolation from competing markets, diversified industry, sales and income per family representative, and a balanced industrial - trade - agricultural economy.

WJOY

1230 KC — ABC

National Rep.—Everett-McKinney
In Boston, Kettell-Carter
General Manager, Frank A. Balch

(*Feb. '59 Greater Burlington PULSE)

order to provide melted uranium for the U. of Chicago's stockpile—a modest role in nuclear history but it pushed Research Row into a national role.

Arthur D. Little Inc. comprises 1,000 scientists, engineers and laboratory-office people, according to its board chairman, Dr. Earl P. Stephenson, coiner of the Research Row label. Its scientists and engineers team up with industrial management to solve problems, all sorts of problems—weather forecasting, what's in outer space, how to break up the traffic jam on Main St., cancer cures, broadcast test gear, super-miniature gadgets for rockets, tiny tv transmitters.

The explanation of the phenomenal growth of research is simple. Out of MIT, Harvard and other laboratories come countless thousands of technical papers, mostly pure science. At this point, research consultants span the gap between science and people. They translate scientific findings into useful military and industrial applications.

Industrial Birth • New England, after all, sparked the growth of American industry. Eli Whitney invented mass production by use of interchangeable parts. Samuel Slater, a contemporary, devised factory techniques by which work of skilled craftsman was broken down into simple steps that could be handled by the semi-skilled or unskilled.

Basic research people often haven't the slightest idea what their laboratory findings mean. They improve theoretical understanding of a process or phenomenon.

Dr. Robert Van de Graaff once developed a high-voltage static generator. This was interesting. But its application came about when the late Dr. Karl T. Compton, then MIT president, brought Dr. Van de Graaff to MIT where he joined Dr. John Trump in more research. High Voltage Engineering Corp., backing the development, brought Dr. Denis Robinson from England as its president.

The medical profession showed little interest until the research team had demonstrated that high-voltage static generators offered a forward step in cancer therapy. Now the generator is an accepted device in cancer treatment, nuclear research, sterilization and industrial radiography. Boston is often called the world's top research center.

Similarly the high-vacuum work of National Research Corp. led to the frozen orange juice industry. American Research & Development Corp. and New Enterprises Inc. encouraged development of Tracerlab Inc., an active electronic firm with many facets. Arthur D. Little Inc. set up General Motors' first centralized research department. Automation devices and efficient processes emerge constantly from Trillion Dollar Triangle as its cerebral savants cut the lapse of time between a laboratory advance and its application.

The University Role • MIT plays a multiple part in this scientific environment. Besides training young scientists and engineers, it is active in defense roles. The MIT Radiation Laboratory, as well as the Harvard Countermeasures Laboratory, are critical units in the evolution of the space age.

The Lincoln Laboratory of MIT, operated under contract for the military, is directed mainly towards communications and electronics in the North American defense. MIT designed and developed SAGE (Semi - Automatic Ground Environment) air defense and DEW (Distant Early Warning). In February 1958 radar signals were bounced off Venus, and it recently sent President Eisenhower's voice to the moon and back.

A widely accepted estimate places the cost of operating New England's research facilities at over a half-billion dollars a year. Two-thirds of this comes from private industry, most of the rest from the government. Spread out in the Boston perimeter are dozens of major private laboratories. AVCO is in a new $15 million research center because it wanted to be "in the most highly developed research climate in the United States" and close to Boston's cultural advantages as well as transportation and commerce. RCA, Quartermaster Corps, Raytheon — the names are many.

Harvard research into research showed 42% of the funds go into new products and processes; 50% into improving existing products and processes, and 8% into uncommitted studies.

Into Space • Rockets are going higher and faster, missiles are hitting their targets, monkeys are getting free rides to heaven and back because of the plodding, ingenuity and calculations of New England's scientists and engineers. New defenses against ballistic missiles are being developed. At MIT's electronic laboratory they figure they're five years ahead of the rest of the world, and 70 other laboratories staffed by the school's 6,000 students (half in graduate work) and faculty are making similar contributions to the future.

This cranial concentration is impressive, but New England has no monopoly on scientific skills, according to Georges F. Doriot, president of American Research & Development Co. and marketing professor at Harvard Graduate School of Business Administration. "Boston should dispose of the idea it is the brain center of the world," he said. "California Tech, Rice, Houston, Chicago and many other universities are far advanced in their scientific progress."

"Ten years

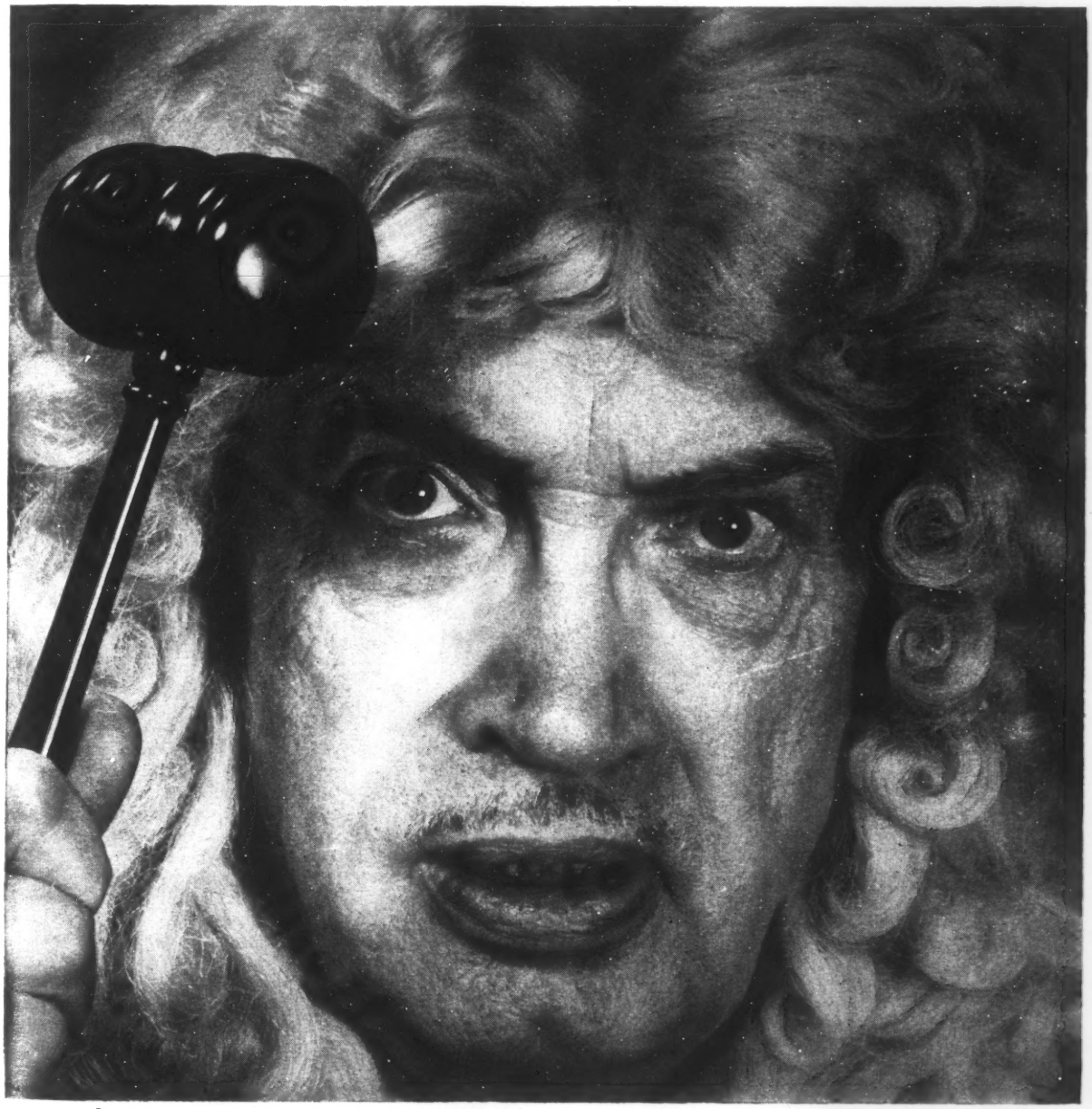
of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.



WELI is feeding a music-hungry audience in Connecticut

people around here practically starving for years. esthetically. radio. you think they were satisfied? from hard rock-n-rolls? no sir ree bob. are now, though. WELI. swell music. all the time. real good listening. big, enthusiastic audience. buy lots of stuff. you hungry? for sales? buy WELI! Serves New Haven, South Central Connecticut, and Eastern Long Island, too. WELI, New Haven, Conn.

CONNECTICUT—GROWING FAST

Bridges gap from New York to land of Yankee

The small, factory-dotted state of Connecticut has a multi-faced economy. Southwestern Fairfield County is, to a considerable extent, a dormitory for Metropolitan New York and a spillover from Westchester County, N.Y.

Stamford, Greenwich, Norwalk, Westport and other communities have expressways to Manhattan, and the trip to Madison Avenue will be even faster when some metropolitan bottlenecks are cleaned up. Some 15,000 Connecticut residents commute daily to New York by rail.

At Bridgeport the state begins to take on more of a Yankee aspect. Its metal-working and other industrial plants employ 54,000, but many residents make the daily trip to New York. The commuter belt peters out below New Haven.

The state's economic lifeline bends northward at New Haven, taking in Naugatuck, Waterbury, Meriden, Middletown, Bristol and New Britain before reaching Hartford, 37 miles away. Springfield, Mass., is only 26 miles north of Hartford. The cities have much in common, particularly Windsor Locks and its aeronautical industry.

While the Long Island Sound from Greenwich to New Haven is spotted with industry, the shoreline loses its factory saturation east of New Haven. The Connecticut Turnpike promises to open the shore area to New London and on to Providence, R.I., within a decade. It promises also to speed development eastward to Westerly, R.I.

Insurance Capital • Hartford, state capital and largest city, is also capital of the casualty insurance industry. United Aircraft, which has put nearly $200 million into expanded plants, had 57,400 employes mostly in the Hartford and Bridgeport areas, a late spring report showed. Nationally the aircraft industry is down somewhat, but United hasn't felt the trend as much as most companies, its maximum drop being 4,500 jobs in a year. United's Pratt & Whitney plant powers nine out of ten Boeing and Douglas jets and most military jets.

Hamilton-Standard Propeller at Windsor Locks, another subsidiary, took the transition to jet-powered planes in stride by shifting to jet equipment, fuel controls and other aeronautical items. Two Sikorsky whirlybird subsidiary plants are in the Bridgeport area.

With Travelers and other gigantic insurance empires plus state, federal and city governments, Hartford's daytime population is estimated at 400,000, roughly double the population of the metropolitan area (including East and West Hartford). Business has been good the first half of 1959 and unemployment is down in the trading area, which is estimated to have a population of 500,000.

A $50 million Front-Market development project promises to solve some of the mid-city crowding. The new Statler Hilton Hotel is busy. A discordant note is the hideous, unpainted backside of the New Haven railroad station, luckily hidden from the park area toward the Capitol.

New Britain, 88,000, is 10 miles to the southwest and Bristol (47,000) is 16 miles. New Britain is called the world's hardware center. Windsor Locks is 10 miles north of Hartford.

Face Lifting • Old New Haven is deep in a major redevelopment campaign that has attracted national interest. The Oak St. Redevelopment Project is tied to nearby toll highways by the Oak St. Connector, an expressway right through the central area. The College Plaza office building, $13.5 million, was ready for summer occupancy. Southern New England Telephone Co. will move 2,500 employes into its $12 million building in the autumn. Alderman Development will also be opened in the autumn.

The New Haven civic leaders are looking as far ahead as 1990. A 16-story apartment in the Oak St. project is due for winter occupancy. Store and office buildings are projected. While this area is moving ahead, Mayor Richard C. Lee and the Citizens Action Committee have several other development schemes in the works.

Church St. redevelopment is to have a badly needed hotel, operated by Sheraton. Banks, parking, and apartments bring the planned total to $86 million. Then there is Long Wharf Industrial Park, which will house many major industries. Work is due to start in 1960. Wooster Square will include housing, a commercial park, community and civic facilities, industry and a shopping area. It has a 1963 target date. A key factor in the whole development program was strong broadcaster support.

New Haven's 170,000 population figure doesn't reflect the extent of its trading area or its economic impact. Its fortunate location among a nest of expressways and by a deepwater harbor tie the city into New York, the rest of New England and international commerce. Its importance as a wholesaling center is expected to increase. Yale brings culture and economic enrichment to the city.

Metal Working • Bridgeport is heavily industrial, turning out machinery, transportation equipment and fabricated metals of many types. The city is 57 miles from New York. The economy draws support and employes from the maze of nearby communities. Metropolitan population is 170,000. Its State St. redevelopment plans have been approved. While much of the industry is located in old plants, newer structures are appearing every month or so. United Illuminating is getting a $20 million addition to its generating plant. Norwalk and Stamford, on the southwestern side, are industrial cen-

Connecticut at a glance

- Population 2.4 million; fastest-growing New England state; one-third increase since 1940 (U.S. average is 27%).
- Leads all states in U.S. in per capita production of manufactured goods; double the national average.
- The top state in per capita income, $2,825 per year (1959 estimate). This is 38% above national average.
- State has 8% of New England area, 23% of population, 29% of manufacturing employes.
- Tops the U.S. in output of aircraft engines, ball and roller bearings, copper rolling and drawing.
- Employment has risen every year since World War II; factory employment rose 50,000 jobs from 1950 to 1957.
- Dependent on hard goods and metal working; never deeply involved in textiles; no shoe industry.
- Doorway to 14 million population in New York City and Northern New Jersey.
- Second U.S. state in production of machine tools.
- Highest ratio of telephones per person in U.S.

ters and benefit from the trek out of New York City.

New London (40,000), an old fishing center, is getting a business lift out of a modern military weapon, the atomic submarine. Last April 16 the *Skipjack*, 2,830 tons, was commissioned. It's the fastest American submarine ever built, coming out of the Groton yards of General Dynamic's Electric Boat Div. The new *Triton* will be nearly twice the size of the *Skipjack*, and dwarf the yard's earlier atomic subs, *Seawolf*, *Skate* and *Nautilus*.

Connecticut has seen good days. It's counting on better ones.

New Haven's new look • Downtown slums razed to make way for modern buildings and trough scooped for new expressway. Southern New England Telephone this fall will move 2,500 employes into new plant (center). Several redevelopment projects are in works.

MAINE TAKES FORWARD STEPS

Trees are main industry in largest state

Maine was one of the first areas of the United States settled by the white man—1607 at Popham on the Kennebec River—but it still has more undeveloped territory than any eastern state. Despite its 3½-century history, the state has a vast, untouched wilderness in the northern section. This land, rich in forest and water resources, joins the rest of Maine in offering one of the important industrial potentials of a spreading nation.

Water and trees first attracted civilization to the area. Trees have always formed the basis of the largest employment segment in the state, led by the pulp and paper box industries ($400 million a year). Water and the offshore continental shelf offer unlimited food resources and are the principal tourist lures.

Maine could be the sleeper in the East's industrial expansion. In the southern tip, the coastal city of Portland is becoming an outlying part of the Boston industrial and commercial empire. Eventually this city of 150,000 (population within 12-mile drive) will be the northern terminus of the Linear City metropolitan area extending south to Richmond and Norfolk, Va.

Aroostook Economy • In the northern tip, Aroostook County lies between the coastal province of New Brunswick and an extensive new economy developing down the St. Lawrence where iron ore and commerce are getting a big boost from the newly opened seaway. Larger than Connecticut in area, Aroostook County is adding food-processing industries to take advantage of its enormous potato crop, close to one-seventh of the U.S. total. If a road is cut 125 miles through the primeval woods to the St. Lawrence, Aroostook County believes it can speed up its potatoes to the entire Midwest via the new seaway at a price competitive with other potatoes.

Across the St. Lawrence a million people will have settled within a decade if the Quebec ore development comes up to predictions. An arterial ribbon from Presque Isle to Rivere de Loup, Que., would give northern Maine the east-west outlet it wants and spur the potato industry.

Potatoes actually are an industry in Aroostook County. The incredible soil, a light brown loam of high yield, combined with ample rainfall and the long daylight hours that offset the short growing season, provide an ideal combination for potato growing.

A fifth of the crop is processed for potato flakes (instant mashed), frozen french fries and other cooked items, and starch. Eventually four-fifths of the crop will be processed, some of the growers believe. Such names as Birdseye, A&P and Salada are developing the processing industry. Peas are the only other crop that can be grown in the short Aroostook summers. In nursery fields are super-spuds of the future that will help the potato business. The Aroostook farmers are now chipping in a percentage of receipts to an advertising kitty.

Potato growing is a gambling business. The Aroostook farmers store their crop if the autumn price isn't right and take a chance on later quotations, even if it means driving without a new Cadillac or two for a few months. The Maine broiler industry is called the fastest growing in the U.S.

Mineral Movement • Maine's mineral potential is interesting if not well documented. Low-grade manganese abounds, awaiting processing progress. A sudden interest has developed in other ores—copper, nickel, lead, zinc, lithium and diatomite—and mineral claim activity has been increasing.

In its industrial development, Maine has had its share of textile troubles but boasts proudly that no Maine textile mill has ever moved south. The textile output runs $150 million a year. Shoe and leather plants are busy. In the pulp-paper field, Great Northern Paper Co., at Millinocket, has the largest newsprint unit in the nation—2,000 tons a day requiring 2,000 cords of wood. Research work is under way in develop-

Maine at a glance

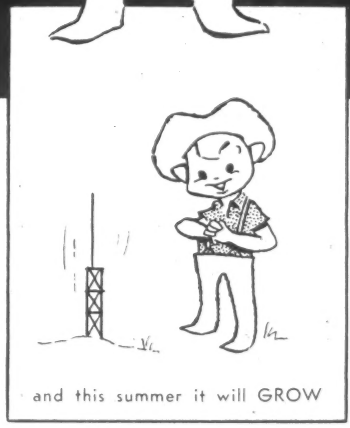
- Lowest population density in New England; half of people live outside cities; total population, 910,000, rising slowly.
- Income rising; $1 billion retail sales.
- As large in area as the other five New England states put together.
- Its coastline, 228 miles airline, runs 2,400 miles in actual length, half the total U.S. Atlantic coastline; 5,000 scenic streams and rivers; over 2,400 gorgeous lakes and ponds; Mt. Katahdin is the highest mountain, 5,267 feet.
- Main industries—trees and processing of wood products, over half-billion dollars not including furniture; shoes and leather; cotton, synthetic and other textiles; metal products and machinery; food; transportation equipment (including Portsmouth Naval shipyard); tourism; fishing (90% of U.S. lobster catch); air and coastal defenses.
- Potato crop was 1.9 million tons (nearly $60 million) in 1958, second only to Idaho. Total 1958 farm income was 37.6% over 1957.

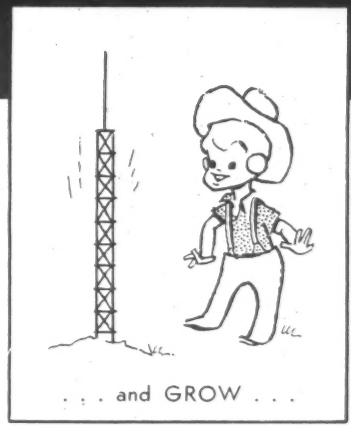
You can reap the harvest....
..Of one of New England's

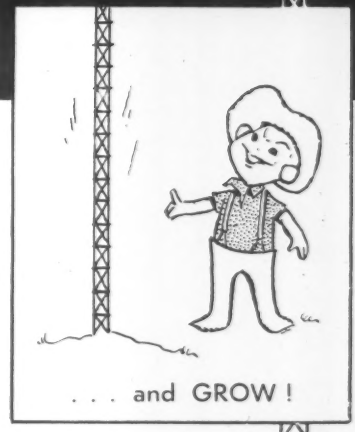
Biggest Crops!!

'cause we've just "planted the seed" for the WORLD'S TALLEST TV TOWER, *smack in the*

Portland, Maine Market!!







Now, WGAN TV puts Portland and Southern Maine among the ranks of your most important Television markets.

On May 18th the ground was broken for what soon will be the world's tallest man-made structure . . . the 1619' WGAN TV tower. This is our way of demonstrating implicit faith in the largest market area in northern New England.

NOW is the time to "reap the fall harvest" of Portland's No. 1 Station (ARB Metropolitan Survey, April, 1959) and take full advantage of the accelerated promotional effort which will emphasize the October 1st, tower completion, target date.

WGAN·TV

WIRE • PHONE • WRITE

Avery - Knodel, Inc.
Foster & Creed, Boston

channel **13** *portland*

CBS

THE PORTLAND PRESS HERALD • EVENING EXPRESS STATION

Guy Gannett Broadcasting Services

ment of new paper products from hard woods.

Maine pioneered the industrial development commission idea, now common practice all over the country. Nine new industries opened in the first quarter of 1959, 31 in 1958, 22 in 1957. New products include plastic heels, boats, prefab houses, stone products, machinery, toys and radar gear. A $20 million revolving fund is maintained.

The state's industry consists of 3,000 manufacturing establishments, four-fifths of them small. Automation is increasing, which Maine feels will create new openings for skilled workers as well as increase production and cut costs.

Shellfish produced an estimated $18 million crop last year, with half of it coming from a 20-million lobster haul. Frozen and frozen cooked seafood dinners are helping build the industry.

Tourist Promotion • Maine led the nation in official state promotion of its recreation attractions, and no state has more luscious lakes or inspiring rivers. New ski areas are being added to meet the demands of skiing devotees. Spring salmon fishing, fall hunting (35,000 annual deer kill), fine beaches, cool summer days give Maine more than its share of attractions.

The state's recovery from the 1957-58 recession has been slow but steady. Greater Portland, with over a third of the Maine's population, is feeling the benefits of opened pocketbooks after the dip. Its economy is supported by such paper plants as S. D. Warren Co. at suburban Westbrook (3,500 employes); ocean-borne tanker oil for the pipeline to Montreal (harbor is ice-free all the year); Bancroft & Martin steel mill; medical center; famed Burnham & Morrill Co. baked beans and other food (450 employes); Portland Copper & Tank Works; three shoe factories; Maine turnpike. Portland has some of the old Yankee conservatism but the community is becoming more aggressive as the younger element takes over.

The business section is compact, a common trait in New England cities. Casco Bay has 200 sizable islands.

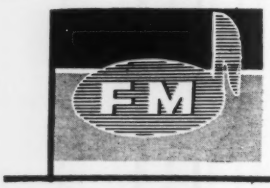
Other Cities • The Lewiston (45,000)-Auburn (26,000) area is the second largest in Maine, with a total of about 150 manufacturing plants. Industrial development started well before the Civil War as plants took advantage of the Androscoggin River and its series of falls. Bates College is in Lewiston. Products include textiles, wood items, leather and metal. Auburn has 15 shoe plants turning out up to 70,000 pairs a day plus leather and wood processors.

Bangor (they make it sound like Bang-gore) is a distribution point for the northern part of Maine. Its 60,000 population (immediate trading area) includes 6,000 at Dow Air Base, with a $20 million military payroll. The base has fighter interceptors coming from Presque Isle this year, adding 3,000 personnel, and later a Bomarc missile project is due. Retail business started slowly this year but should reach close to $90 million in the city proper, well above last year. Bangor total business runs $160 million a year. The lumber industry has always been a central activity. Pulp, paper, wood products, lumber, building material, machinery and textiles are produced in the city's industries. It hopes to be tied into the Maine Turnpike one of these days. A 125th anniversary is being celebrated.

Waterville (45,000) has large woolen mills, C. F. Hathaway Co. (expensive shirts), lumber products, Colby College, paper mills, pulp and plastics industries. Augusta (32,000) is the state capital and northern end of the Turnpike. It is located at the head of navigation on the Kennebec River. Industries include textiles, paper, pulp, shoes and poultry processing. Brunswick, home of Bowdoin College and a scenic business center, is one of many coastal and inlet cities. Others include Rockland, Bath, Eastport on the north, Biddeford and Kennebunk on the south. Bath has contracts for $80 million to build missile-firing frigates.

North Country • Northern Maine has a triangular cluster—Presque Isle (13,000), Caribou (12,000) and Ft. Fairfield (5,500)—supported by the military, potatoes, peas and lumber. Loring airbase now includes 13,000 military personnel and dependents, according to Col. Norval C. Bonawitz, base comander. It is being revamped into a center of two bomber, one tanker and two fighter squadrons, plus a Snark unit. At present it has an $18 million annual payroll, including contract personnel. The base itself spends $3.4 million a year in the area and contractors spend $2 million. The food bill alone is $2 million a year; clothing $615,000; rent $800,000. Caswell Air Force Base is eight miles away, with 400 people. Presque Isle base has 6,000. Construction projects under way at Loring this year run $7 million, nearly all handled by Maine contractors. Presque Isle and Caribou are celebrating centennials this year. Houlton, to the south, has a new shoe factory and valve plant. Presque Isle has a new industrial park.

Northern Maine gets cold in winter. All the nation hears the sub-zero reports from the Caribou weather station. Like Minnesota and other northern areas, Maine handles this problem in stride. And the summers are wonderful.



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MAINE in Top 50 Markets!

(Cast . . . quizzical Quent, agency timebuyer, and Paul Bunyan, Maine-born "Mr. Big")

Quent: Maine in the top 50 markets! Says who?

Bunyan: Me, Paul Bunyan.*

Quent: How come? I've never seen Maine listed in the top 50 markets.

Bunyan: That's because you see Maine as several small markets. The Hildreth Stations deliver Maine as one big market.

Quent: Well, shoot me some figures.

Bunyan: Sure, here's how Maine stands in the National Markets.

Population	**Maine ranks 23rd**
Effective Buying Income	**Maine ranks 28th**
Retail Sales	**Maine ranks 25th**
Food Sales	**Maine ranks 21st**

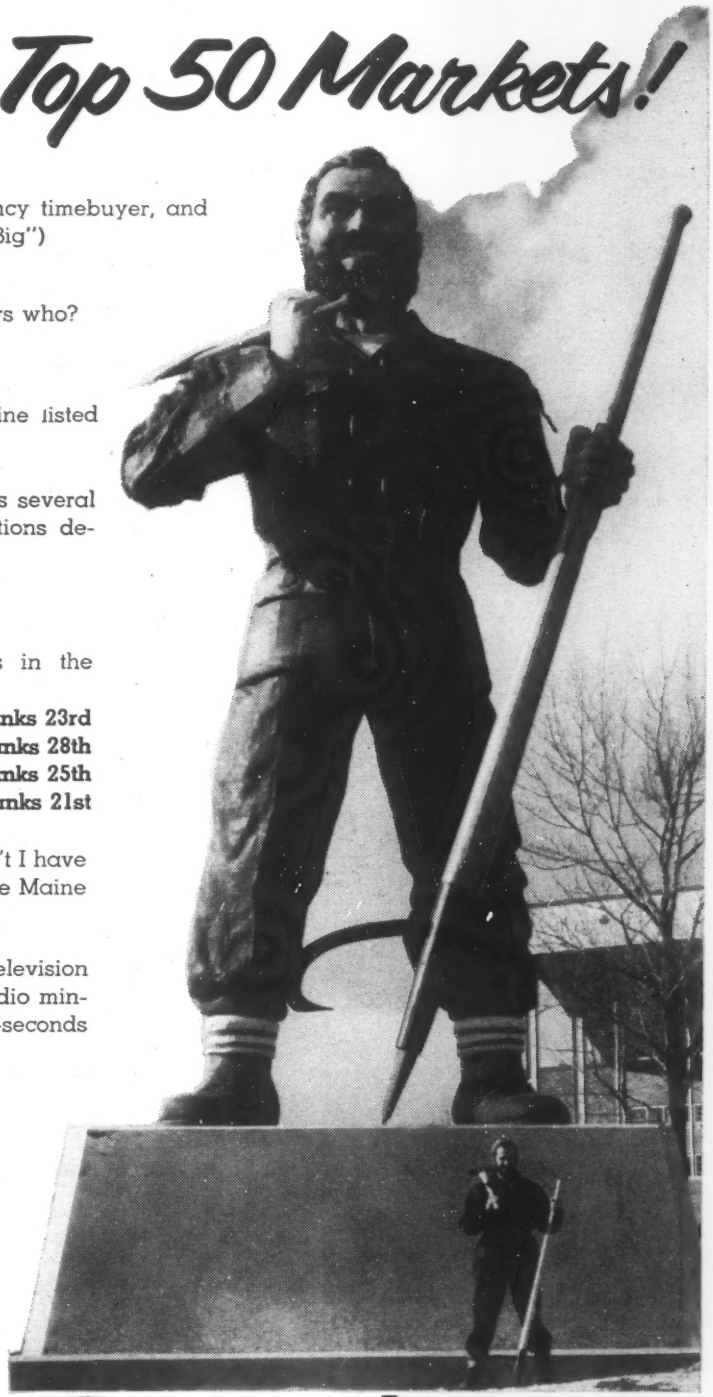
Quent: Hmmm, interesting . . . but wouldn't I have to buy a lot of stations to cover the Maine market?

Bunyan: Not at all. Hildreth Radio and Television Stations cover Maine. Hildreth Radio minutes cost $16.15. Hildreth TV 20-seconds (AA time) cost $80.

Quent: Where do I get more information?

Bunyan: George P. Hollingbery Co., Nationally, Kettell - Carter, Inc., in New England.

*Backed by figures from SALES MANAGEMENT May 10, 1959 Survey of Buying Power



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MASSACHUSETTS RANKS AT TOP

Heavy concentration of factories, people

The historic, factory-laden state of Massachusetts is about half of any New England statistic. Roger Johnson, research director of Associated Industries of Massachusetts, says the state's share of many major economic factors in New England will run between 40% and 60%. In electronics and some types of machined products the ratio will run even higher.

Textiles and shoes and leather products once dominated the state's production. Now they're down to third and fourth place, respectively, as contributors to factory output—textiles 10%, shoes-leather 9.5% of manufacturing jobs and roughly the same share of value added. Their places have been taken by electrical machinery and electronics along with scientific items used by industry and the military—more than a fourth of the total production and the ratio keeps increasing.

Manufacturing was split 50-50 between soft and hard goods a few years after the war and in 1950 the state made the transition permanent. The gap continues to widen as scientific industries grow in importance and soft items recede.

Tightly Packed • Massachusetts' industrial and population center is in the eastern end of the state. Nearly half the population of New England is within a 1½-hour drive from mid-Boston. This area also encloses about half the Northeast's industry, including the famed collections of suburban-type scientific plants along Route 128 (see story page 102).

Seventeen Massachusetts cities are in the 50,000-upward class, led, of course, by Boston. Most of them are old, centuries old. And most of them are modernizing their streets, their worn-out blocks and their residential areas to cope with traffic jams and enable many of their residents to work in cities 10 to 50 miles away.

Growth trends conform to the New England pattern, the population and industry showing gradual rather than spectacular overall expansion—the usual trend in mature industrial regions.

Eighty-five percent of the people live in urban areas.

Communities in the 50,000-upward class include Arlington (49,500); Brockton (63,000); Brookline (65,000); Cambridge, near the heart of Boston (125,000); Chicopee (57,000);

Massachusetts at a glance

- Population has passed the 5 million mark.
- Civilian labor force of 2.1 million.
- Manufacturing is over half the $4 billion total payroll.
- Main industries — electronics, electrical and scientific machinery and assemblies; textiles (quarter-billion dollars a year), shoes (100 million pairs a year), textile machinery (50,000 workers, $40 million annual production), transportation equipment, plastics, rubber goods, paper-pulp.
- Top U.S. producer of chocolate candies ($25 million payroll).
- Birthplace of America; hundreds of historic shrines.
- Tourism brings in $350 million a year to Berkshires, Nantucket and Martha's Vineyard, Cape Cod, Cape Ann, North and South Shores.
- Biggest brain factory in nation (see research-education story page 89).
- State Business Development Corp. has added $70 million in payrolls in five years; 140 local and private development units in operation.
- Highly diversified industry and balanced economy.
- Agriculture output runs $200 million yearly—hay, poultry, eggs, dairy products, truck crops. Cranberry crop is $10 million, over half of U.S. total.
- Fishing is the oldest of all industries, $30 million a year. Three people work in processing for each fishery employe.
- High state debt—$109 per capita compared to $22 in Connecticut.
- Over 225,000 employed federal, state and local governments.

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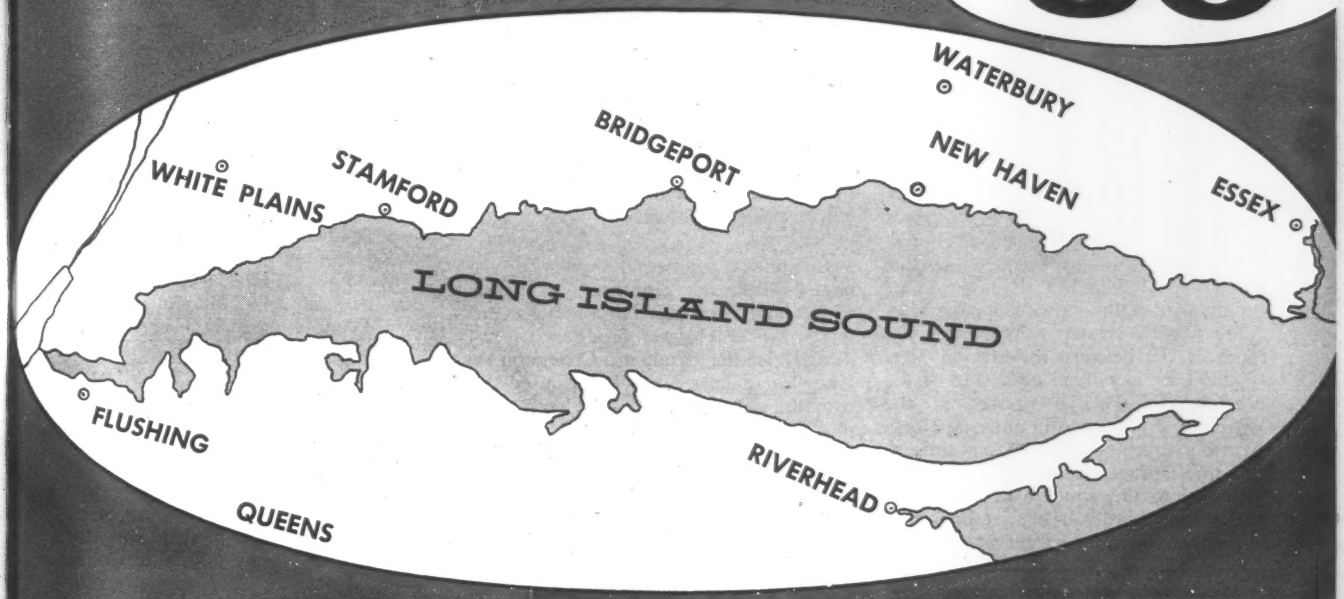

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Everett (45,000); Fall River (105,000); Haverhill (47,000); Holyoke (56,000); Lawrence (75,000); Lowell (98,000); Lynn (98,000); New Bedford (108,000); the Newtons, a series of interlocked towns (91,000); Pittsfield (58,000); Somerville (96,000); Springfield (170,000), and Worcester, second largest city in the state (212,000). Most of these cities have contiguous or other nearby communities.

Taxes are high in Massachusetts, bringing constant moans from General Electric Co., Raytheon and other major employers (GE has 30,000, Raytheon, the leader, 35,000 employes in the state). Occasionally they throw out hints about moving to states where social welfare levies such as high unemployment benefits are less of a burden on industry. State officials reply that so-called tax incentives of other states tend to attract marginal industries. They remind employers that the state has a skilled and stable labor supply with a low work-stoppage rate.

Story of Worcster • Worcester has some of the heaviest industry in New England, or anywhere else. One of the big closed-die forge presses at the Wyman-Gordon plant in outlying North Grafton exerts a 50,000-ton squeeze that makes huge airplane spars. There's no equal to this squeeze in the world, and there's hardly a big jet operating in civilian or military service without Worcester ribs, wheels and other forgings. It takes an hour to walk around this modern plant and it's so clean you could eat lunch off the floor.

Downtown Worcester is all chopped up pending completion of elevated highways, commercial parks and other projects that will promote its transportation and distribution efficiency. None of this rebuilding will be allowed to soil the old public square and its stately trees. The city has a subnormal complement of office buildings simply because the 625 manufacturing plants have millside offices.

The city of Worcester lost six plants from 1956 to 1958—633 to 627—but suburban plants gained from 132 to 179. Annual payroll is around $350 million, 85% from manufacturing. Four insurance companies have home offices and there are seven colleges and universities.

Norton Co., with 5,000 jobs, is the largest Worcester employer. It makes wheels and abrasives. Graton & Knight is the world's largest producer of industrial leather products. Crompton & Knowles makes textile looms used all over the world. Wyman-Gordon's older plant, inside the city, began to boom as a principal source of crankshafts for the auto industry. Actually, Worcester makes few end products. Naturally it was late feeling the 1957-58 recession, and was late getting over it.

The city has raised about $70,000 for an efficiency study by Arthur D. Little Inc. It is a food distribution center as well as a focal point for trucking and freight car exchange. Many residents work in the Boston area. There's an architectural curiosity—hundreds of three-story, frame box-shaped apartment buildings of old vintage.

Story of Springfield • Springfield, like Worcester, is enjoying the efficient Massachusetts Turnpike. The Linear City concept of an approaching solid metropolis from Washington to Boston moves northward from New Haven and Hartford to Springfield, then moves through Worcester to Boston.

A rail and highway intersection point, Springfield has a new six-lane express route running from Hartford through Windsor Locks. This will speed access to the enormous aviation plants at the two Connecticut cities. Actually, Connecticut bleeds into Springfield's economy. The city has six access points to the Massachusetts turnpike, providing new industrial sites.

Business and industry are increasing though a shift of a Westinghouse appliance unit to Ohio gave Springfield a 1,500-job jolt.

The Springfield armory was laid out by George Washington as an ammunition dump, instigating the city's famed firearms industry. Westover Field is a Strategic Air Command base with 6,000 military and civilian employes. The city's civic leaders are working on redevelopment projects. Impact from the recent recession wasn't serious. Late spring business was described as much better than 1958. American Bosch Arms Corp. is adding a $1½ million plant.

Worcester and Springfield, 38 and 89 miles respectively from Boston, get red-necked at Bostonians who think Massachusetts is bounded on the west by Route 128. Eventually they figure to be the western finger of a built-up metropolitan area reaching westward from the Atlantic.

Other Cities • Within shopping distance of Springfield is the paper city, Holyoke, where the Connecticut River drops 60 feet in 1½ miles. Bank paper, writing paper, skinny paper, thick paper, wrapping paper—name it and Holyoke makes it and has been making it for 1½ centuries, aided by availability of water, water power, textiles and the other ingredients of paper. Chemical, wire, Church toilet seats, pumps, belting and other plants help support the community.

Off by itself in the far western end of Massachusetts, Pittsfield is headquarters for the glamorous Berkshires. One of Pittsfield's papers is fancier than Holyoke's best—the tough, speckled sheets turned out by Crane & Co. at Dalton, a suburb. The annual Crane crop from its Dalton plant is worth $2.5 million f.o.b.; when the U.S. Bureau of Engraving puts pictures on this paper, it's worth $8 billion in currency. Crane uses a 50-50 mix of new linen and cotton at its 157-year-old plant to provide the makings for paper money. A few miles south at Lenox they make wrappings for cigarette makings, another fancy grade of paper.

Pittsfield has a tremendous GE plant (transformers), Berkshire woolens, Wyandotte worsteds, Eaton, and other important industries.

These are some of Massachusetts' cities outside the Boston area. Four textile cities—Lowell, Lawrence, New Bedford and Fall River—are moving ahead despite the textile decline (see story page 82). Brockton, Brookline, Chicopee, Everett, Haverhill, Lynn, the Newtons (Newton Center, East Newton, North Newton and countless other Newtons), Quincy (pronounced Quinzy) and its Bethlehem shipyard, Somerville —these and many others take important roles in the state's economy.

Massachusetts is cashing in on its colonial history, recovering from its textile history, and making scientific history. The Adams, Lowells, Cabots and others built solidly and well.

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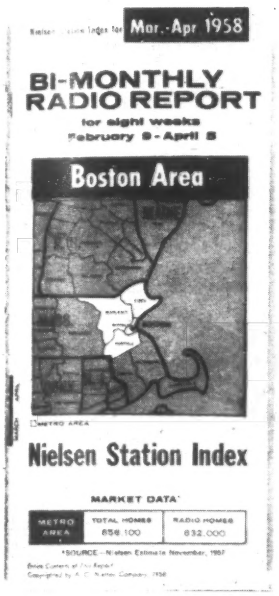

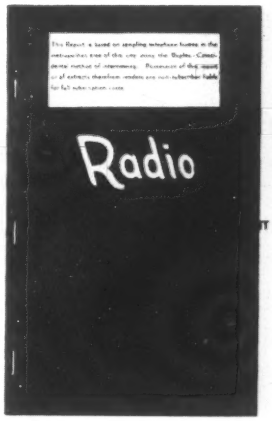

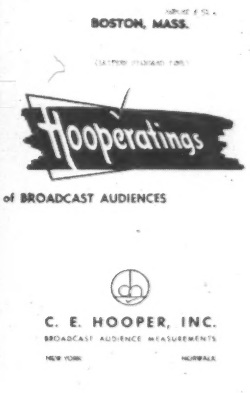

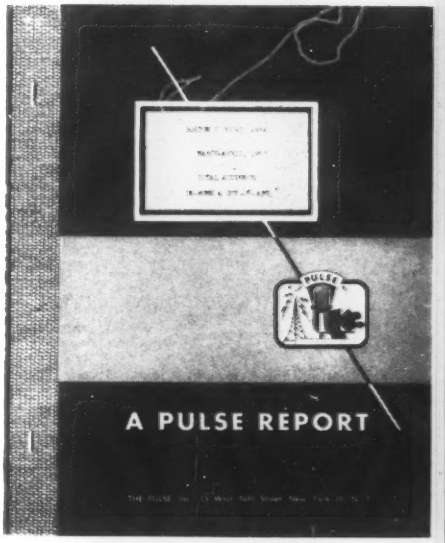

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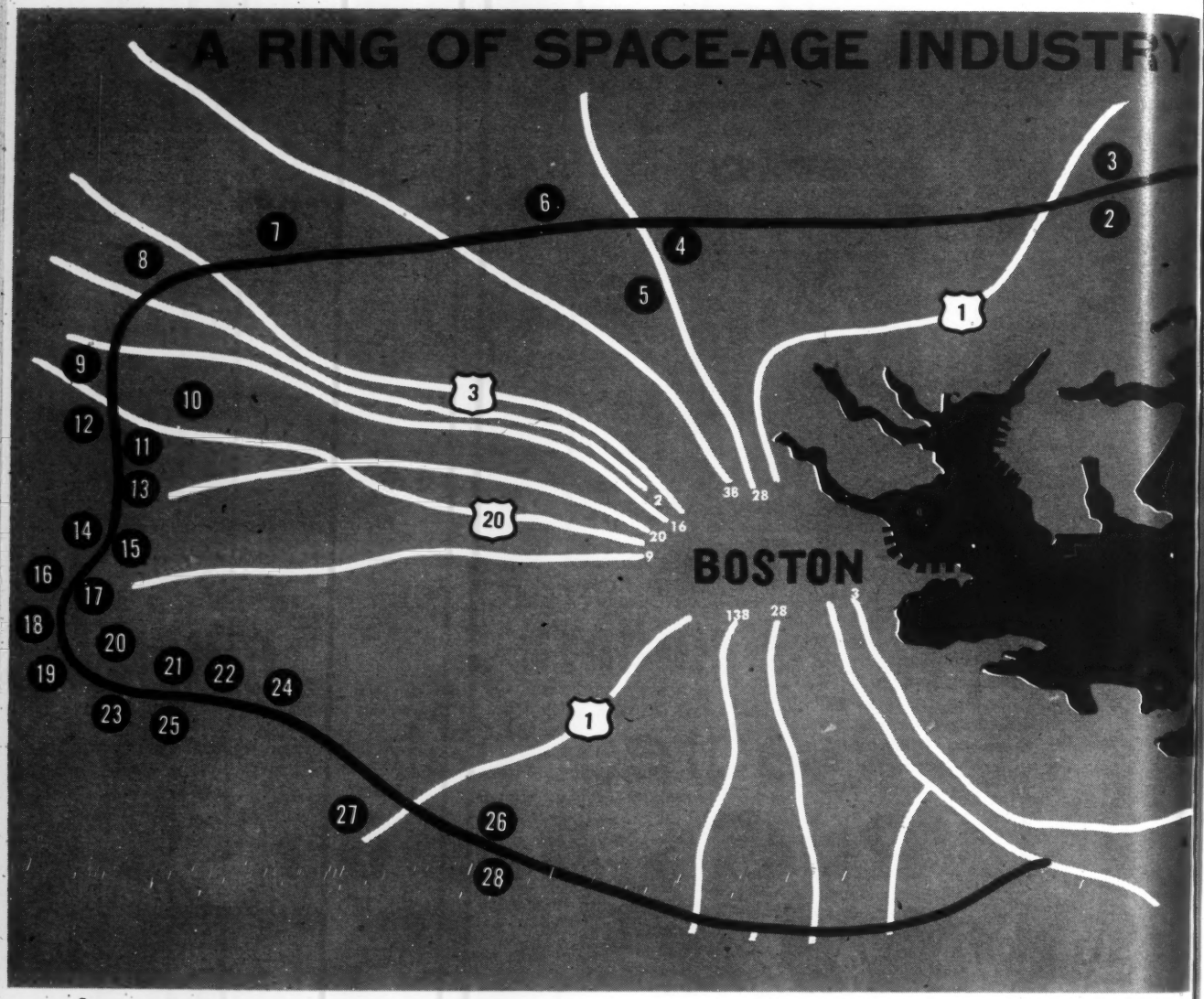

1. Quincy Market Cold Storage & Warehouse
Gorton Pew Fisheries Co.
O'Donnell-Usen Fisheries

2. Nelson Engineering
Bomac Laboratories Inc.
North Shore Theatre

3. Metal Hydrides Inc.
Sylvania Electric Products Inc.
CBS-Hytron Radio & Electronics Co.
Devcon Corp.
Chemical Development Corp.

4. North Shore Shopping Center
Huse-Liberty Mica Co.

5. American Mutual Liability Ins. Co.
U.S. Gear Corp.
Town Lyne House
Colonial

6. Boston Stove Foundry Co.
Transcoa

7. Technical Instruments Inc.
Addison-Wesley Publishing Co.
Wang Laboratories
Redstone Shopping Center

8. Sylvania Electric Products
Brodie Industrial Trucks Inc.
Woburn Auto Parts
Hogan Tire Co.
Salada-Sherriff-Horsey Inc.
Edison Electric Storage

9. Gilbilt Lumber Co.
Spray Engineering Co.
Specialty Automatic Machine Corp.
Allied Equipment Sales Corp.
Ari-Dyne Research
Clyde Everett Equipment Co.
AVCO, Research & Development Div.

10. Quinten Vesper Constr. Co.
Marlin Pools Inc.
Francis Constr. Co.
Sawyer Constr. Co.
Bertini Motor Lines Inc.
L&R Truck Leasing Inc.
Shippers Truck Rental
Marvin Foundry, Inc.
Porter & Desmond
M. R. Donaghue Trucking
Grove St. Motors Equipment Co.
128 Truck Sales
Tech-Weld Corp.

11. Houghton Miffin Co.
High Voltage Engineering Co.
Raytheon Spencer Lab. Div.
Bellofram Corp.

12. Radio Corp. of America
Ucinite Co., Div. of United Carr Fastener
Morrissey Bros. Tractor Co.
Joy Manufacturing Co.
Microwave Associates Inc.
Power Sources Inc.
Dynametrics Corp.
Technical Operations

13. Trans-Sonics Inc.
A. J. Feiz Co.
Welders Supply Co., Inc.
John A. Carrier Corp.
Jerguson Gauge & Valve Co.
Yewell Associates Inc.
Leland Constr. Co.
Lexington Inn
Millipore Filter
Battle Green Motel

14. Itek Corp.
Howard Johnson's
Tracerlab-Keleket
Graphic Microfilm of New England
Nuclear Metals

15. Mutual Boiler & Machinery Ins. Co.
Boston Mfrs. Mutual Ins. Co.
Aluminum Co. of America
Wirthmore Feeds Inc.
Sanborn Co.
Charterhouse Motor Hotel
Baldwin-Lima-Hamilton Corp.
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16. Automatic Canteen Co.
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Crucible Steel Co. of America
Donnelly Electric & Mfg. Co.
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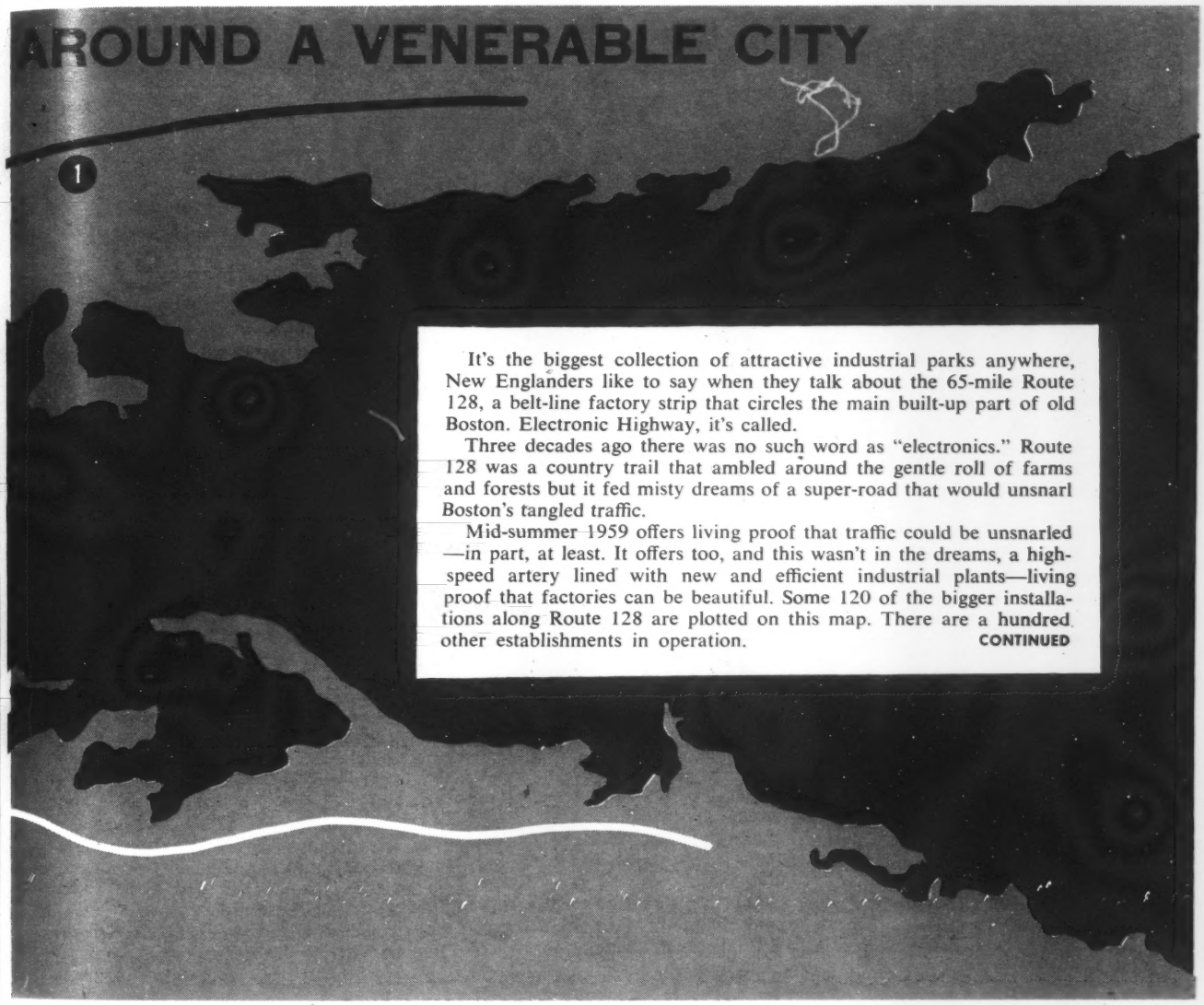
18. Kirkland Instrument Co.
Nims Caterer Inc.
Research Council Inc.
B.T.U. Engr. Co.
F. W. Dixon Co.
Jet Spray Corp.

19. Ed-Lund Mfg. Co.
Precision Chemical Pump Corp.
NEDCO Co.
Centerless Grinding Co., Inc.
Central Machine & Stamping Co.
Leigh Engineering Associates
Esso Standard Oil Co. wholesale plant
Research Technology Associates Inc.

AROUND A VENERABLE CITY



It's the biggest collection of attractive industrial parks anywhere, New Englanders like to say when they talk about the 65-mile Route 128, a belt-line factory strip that circles the main built-up part of old Boston. Electronic Highway, it's called.

Three decades ago there was no such word as "electronics." Route 128 was a country trail that ambled around the gentle roll of farms and forests but it fed misty dreams of a super-road that would unsnarl Boston's tangled traffic.

Mid-summer 1959 offers living proof that traffic could be unsnarled —in part, at least. It offers too, and this wasn't in the dreams, a high-speed artery lined with new and efficient industrial plants—living proof that factories can be beautiful. Some 120 of the bigger installations along Route 128 are plotted on this map. There are a hundred other establishments in operation.

CONTINUED

20.
Compo Shoe Machinery Corp.
Jordan Marsh Co. warehouse
Taylor Medical Building

21.
Thatcher Glass Mfg. Co.
Morschner Dye Works Inc.
Algonquin Gas Transmission Co.
WHDH Transmitter
Deerfoot Farms
Datamatic Div., Minneapolis-Honeywell
Sunshine Biscuits Inc.
Raytheon Security & Power Tube Div.
Babcock Equipment Co., Inc.
Needham Sash & Door Inc.
McCabe Transportation Co.
Lowell Plating Co.
Maxwell-Padelford & Co.
Lesley Sales Corp.
Moxie Co.
Genalco Inc.
Charterhouse Motor Hotel

22.
Tornebene Bros. Co.
G.P.S. Instrument Co.
Boston Tool & Die Co.
Pickard & Burns Research Development
Kent Mfg. Corp.
W. J. Connell Co.
General Electric Co.
Wild & Stevens Inc.
General Motors Corp.
James H. McManus Ice Cream Sales Corp.
John Sexton & Co.
Geigy Chemical Corp.
Wilson Sporting Goods Co.
N.R.C. Equipment Corp.
Ames Precision Machine Corp.
Sema Corp.
Anderson Machine Shop Inc.
Precision Coating Co., Inc.
Bleakney's Inc.
Shield Chemical Co.
7-up Bottling Co.
Williamson Electric Co.
Roklan Welding & Fabricating
Seabright Woven Felt Co.
Frank E. Paige & Co.
Outboard & Marine Center
Wireway Co.
Overhead Door Co., Inc.
Jefferson Electric Co.
Howard Johnson's

23.
Needham Dairy Inc.
E. J. Bleiler Equipment Co., Inc.
Ace Transportation Co.
Barber-Greene Co.
Control Equipment Corp.
W. J. Hamilton Co.
E. Indresano Co.
Jacuzzi Bros.
Marr Equipment Corp.
Motorola Communications & Electronics Inc.
Clarence B. Petty & Co.
Pfaudler-Permutit Inc.
Smith & Purdy Assoc.
Kinney Spring Steel Broom Co.
Maintenance Specialties

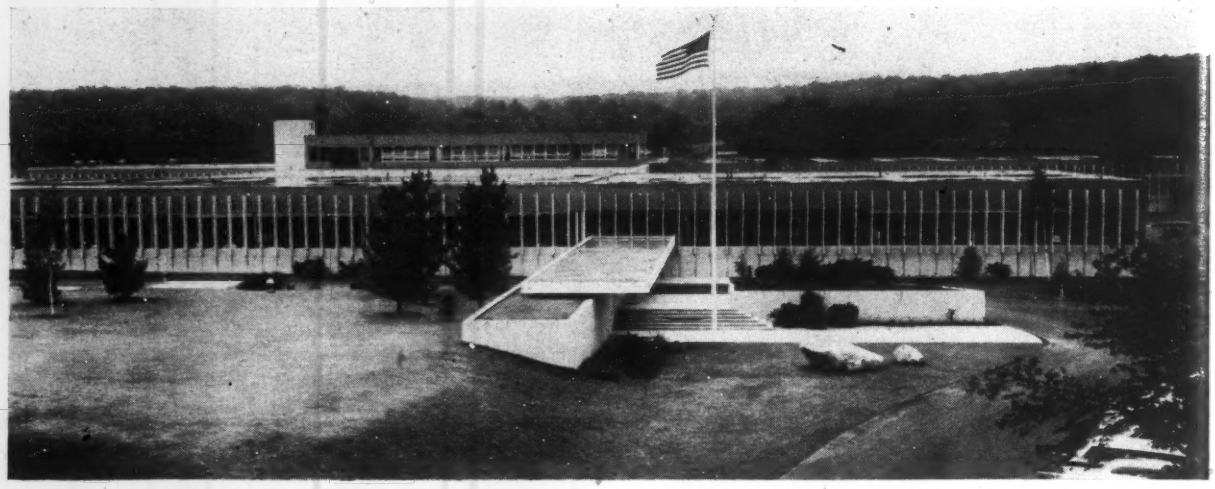
24.
Kraft Foods Corp.
Farrington Mfg. Co.
Kelly Springfield Tire Co.
H. A. Whittemore & Co.
Abbott Laboratories
Comfort Spring Corp.
Ewen Knight Corp.
Industrial Electronic Supply Inc.
Merck, Sharpe & Dohme Inc.
Radio Corp. of America
American Can Co.
Sandler of Boston
Goodyear Tire & Rubber Co.
MacIntyre Fay & Thayer Ins.
Easy Goer Shoe Co.
Polaroid Corp.
Union Carbide Corp.
Singer Sewing Machine Co.
General Tire and Rubber Co.
Pilgrim Infants' Wear Co.
Graham Mfg. Co.
Wm. Filene's Sons
American Motor Sales Corp.
B. F. Goodrich Co.
Armstrong Cork Co.
Raytheon Sales and Service
Roddis Plywood Corp.
Sylvania Electric Products
Chemstrand Corp.
Tabulating Card Co.
Bigelow & Dowse Co.

25.
Perkins Machinery Co.
Dudley Garland & Jensen Inc.
Parkway Refinishing Shops
L. A. Whitney Co.
Charles Walton & Son
Ludlow Mfg. & Sales Co.
Wm. Carter Co.
MacGregor Instrument, American Cyanamid
White Bros.

26.
Fabric Research Laboratories Inc.
Rust Craft Publishers
General Motors Corp. Training Center
New England Concrete Pipe Corp.
Allied Container Corp.
Hersey Mfg. Co.
United States Rubber Co.
Hotel 128

27.
Westwood Furniture Co., Inc.
Square D Co.
Bowser Inc.
Westwood Motor Lodge
Great Atlantic & Pacific Tea Co.
Laminated Sheet Products Corp.
Mason-Neilan, Div. of Worthington Corp.
Tobe Deutschmann Corp.
American Standard Military Products Division
Brook Molding Corp.
Marrud Inc.
Fulham Bros.
Bardahl Lubricants Inc.
Associated Factory Mutual Fire Ins. Co.

28.
Instron Corp.
Eastern Photo Supply Co.
National Van Lines



Circle of science • Route 128 around Boston is dotted with modern, efficient plants where engineering ingenuity and the needs of the space era are being met. This is RCA's Burlington plant, the company's first in New England.

Boston's magic circle route CONTINUED

The chronology of Route 128 runs like this: begun 1936; finished 1951; eight-lane expansion now under way in busiest part. Its commercial and industrial growth is another story. Here are high spots:

1951—Bomac and Sylvania decided to build factories at Beverly and Woburn. New England sensed that a new idea might be in the making—a series of planned industrial parks within range of downtown Boston but outside the central confusion of a mu'ti-million populace.

1955—39 industrial plants built and operating, 14 on the way.

1957—140 plants operating, 18 on the way.

1959 (summer)—250 plants, office buildings, industrial parks, shopping centers, large service facilities operating, under construction or well into the planning stage.

1965—Anybody's guess. It could double by then.

Electronic Highway starts near Gloucester, northeast of Boston, circling counter-clockwise across the path of Paul Revere's midnight ride almost to Hingham on the South Shore.

The circular express road was a good investment. Already it had led directly to $1 billion in buildings, retail business and employment. Investment in new plants siding the strip is $140 million. The new factory-home investment is placed at a half-billion dollars.

Within five-minutes or so drive are 500,000 people, thousands of new homes and new service facilities.

Land worth $400 an acre a few years ago now runs from $1,000 up to $26,000. Total investment in land, plant and equipment averages $77,000 per acre.

Every road on the Eastern Massachusetts map including the new cross-state turnpike runs across 128. Toll and high-speed roads fan out to Buffalo, Cleveland, Philadelphia, Baltimore, Washington, Pittsburgh and on to Chicago. A good driver can make it to Chicago in 17 hours, with a little help at the wheel.

Rail and Air Access • All main-line New Haven trains stop at the only station named after a road, Route 128, with 1,500 passengers a day getting on and off trains. Many use a big parking lot. Boston & Maine and Boston & Albany provide service to plants and communities.

Starting point • Cloverleaf intersections like this on Route 128 are surrounded by more than 100 major electronic and scientific plants and laboratories.

Route 128 has three airports—Beverly, Bedford and Norwood. The landings and takeoffs at Bedford run at least 33,000 a year (6,500 commercial, 23,000 other business, 6,500 military). There's a lot of private-plane traffic; Raytheon alone has a fleet of 12 planes. Helicopter business is increasing, so is air freight.

The Route 2 intersection near Lexington is the site of a new concept in scientific industry—a $12 million office-research park development within musket-fire range of the first battle of the American Revolution.

Cabot, Cabot & Forbes is building the park to meet demands of the growing electronics, nucleonics, avionics, astronomics, computing and precision plants located along Route 128. It will occupy 225 acres, providing the quiet and restful surroundings which are conducive to inspirational thinking and planning.

Raytheon Mfg. Corp. will be the first tenant. Its executive quarters, directing the scientific projects that keep 40,000 men busy, will occupy the first building, with 100,000 square feet of thinking and planning space. Raytheon will move in next year.

Research Row • Already more than 60 research firms line the Electronic Highway. More, many more, are on the way.

The package plan of industrial park development was developed by Cabot, Cabot & Forbes scarcely a decade ago. Two of Boston's Cabot clan and Forbes had started a real estate firm in 1909. They figured it would make sense for one company to supply engineering and architectural services, serve as a com-

WPRO-TV

THE INFLUENTIAL STATION OF SOUTHERN NEW ENGLAND

For the past four years, a sort of "mutual admiration" has been going on between southeastern New Englanders and WPRO-TV.

Beginning at 9:05 A.M. Sunday, March 27, 1955 . . . the years have increased many times over the ties that unite us.

You can see this in all departments at the "pro" station . . . for careful hands serve with the highest measure of creative enthusiasm.

In the community . . . whether it be for one voice or many . . . from a Cub scout circus to a United Fund Drive . . . all interests are served with compassion.

In return for recognized excellence in local news coverage . . . for 9½ hours of creative children's programming . . . the CBS-TV lineup . . . 12 top syndicated half-hours . . . viewers in the concentrated Providence-Fall River-New Bedford market have lent us their eyes and ears and hearts. Look closely at the **May** Nielsen.

And for choice avails, call GENE WILKIN, WPRO-TV or BLAIR-TV.

This is the station that SELLS!

PLantations 1-9776

WPRO TV

Channel 12

CAPITAL CITIES TELEVISION CORPORATION

WPRO BUILDING • 24 MASON STREET • PROVIDENCE 2, RHODE ISLAND

New in old Boston • This $100 million Prudential Center, now under way, is called largest integrated unit in world.

mercial and construction company, handle real estate details and provide capital. This drastic innovation in industrial development originated in supposedly conservative Boston.

Daniel G. Wheeler, CCB vice president, described the thinking back of the idea—availability of engineering and scientific talent; good transportation; quiet, attractive surroundings; parking space; nearness to research and educational centers; prestige; easy financing; acceptance by adjacent communities.

With all its growth, Route 128 is less than half-built. CCF, with a staff of 600, has 11 industrial parks in Massachusetts alone, most of them on Route 128. R.M. Bradley & Co., Nordblom Co., Neelon Assoc. and others are developing various versions of the industrial-park package idea to meet the needs of industry.

Concededly, 78% of the Route 128 investment comprises relocated plants, as a recent MIT survey points out, with 22% new entries. But many of the relocated industries were once little loft and basement projects in cramped, inefficient Boston quarters.

Electronic Highway is proving that industry can be glamorous, and profitable, too.

Work has begun on a $180 million speedway 15-to-18 miles outside circumferential Route 128.

Metropolitan area includes 54,000 firms with $3¼ billion payroll and 812,000 employes, according to a recent counting.

Boston insurance and investment houses control the destiny of billions of dollars. Boston capitalists helped build the South with Boston money.

It's the U.S.' fifth largest manufacturing center ($1.3 billion payroll).

Greater Boston

They almost had another Boston tea party in May—a 1959 commemoration of the pre-Revolutionary dumping of His Majesty's tea. This time Boston's anger was aimed at the June 1959 *Esquire*, which practically consigned the city to economic oblivion.

Bostonians were piqued when they read the harsh predictions but instead of purloining every available *Esquire* from newsstands and staging a midnight harbor party they decided to take a new look at their resources and prospects.

A professional city appraiser wrote as follows in *Esquire:* "Boston has no future unless it gets great planning and greater luck. Like New Bedford, it's lost out as a port and it's still dependent on two declining and departing industries—textiles and leather."

These gloomy comments fail to stand up under three weeks of on-the-scene observation around Boston.

First, the planning situation, about which *Esquire* was skeptical.

Change of Face • Boston has been dynamiting, bulldozing, tunneling and constructing for years. Old Boston is becoming contemporary. The city teems with planning. Here are some of the in-city developments:

• Prudential Center — $100 million group; 31 acres that once were the Boston & Albany Back Bay yards. Ground was broken last April 3 on a 52-story Prudential Tower.

• Government Center—$78 million, 32-acre project to house federal, state and city offices. Possibly another $50 million of private buildings. Work is slated to start this autumn.

• West End Development—48 acres of tenements cleared for 2,400-apartment center; cost around $50 million.

• *Herald-Traveler* and WHDH-AM-TV center—22 acres built around $11 million media center. Newspaper already has presses running.

Port Activity • Next, *Esquire's* comment on the port must be matched against these figures: Tonnage, April 1959—1.5 million; April 1958—1.44 million. The port has not lost tonnage; rather its percentage share of national shipping has dropped as other areas and ports increased their business.

Dependency on textiles and leather, two declining industries?

Here is a boil-down of the situation: Boston is one of the most diversified regions in the United States and has been right at the top in industrial planning. It depends neither on textiles nor leather. Its dependency, on the other hand, is undergoing a transition from soft to hard goods—metal products, machinery, electrical and electronic goods. Boston's most dramatic development has been the rise of electronic and scientific industries. Its Route 128 is unequaled (see page 102).

And *Esquire's* statement that the first big suburban shopping center in America (Shoppers World, Framingham) was "the first one to go broke" wasn't written by anyone who parked in one of the 6,000 places and looked around the busy dome-shaped Jordan Marsh department stores or any of the 50 other stores and shops. Shoppers World, an innovation, started slowly in 1951. Now it's doing $25 million in retail sales a year and a $1½-million addition is planned.

Run-Down on Boston • Here are some pertinent facts about Boston's economy in mid-1959:

Non-agricultural employment: April 1959—983,000; April 1958—973,000.

Factory jobs: April 1959—288,000; April 1958—276,000.

Business is better than last year though there are some soft spots this summer, including wool, shoes and small metal-working plants. Some minor drops occurred in service industries.

Boston has added 100 major new industries in four years.

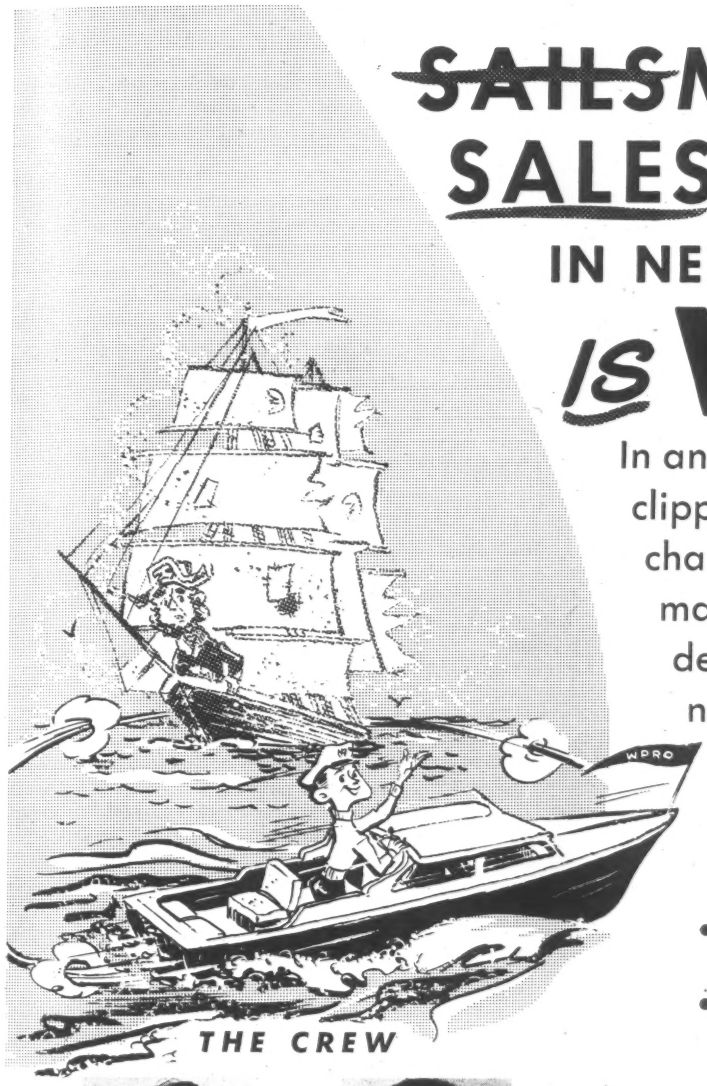
Eleven home-based insurance companies employ 30,000 Boston people; insurance agencies and brokers another 120,000; financial houses provide many well-paid positions.

Greater Boston, as defined by the Chamber of Commerce, embraces 83 cities and towns with 2.8 million population. This is the sixth largest metropolitan area in the U.S. and fourth largest wholesale center ($6 billion).

It is the wool wholesaling center of the world.

Total labor force of this area—1,200,000.

~~SAILS~~MANSHIP
SALESMANSHIP
IN NEW ENGLAND
IS WPRO

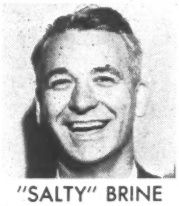


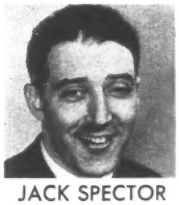
In an earlier day, New England clipper ships moved the merchandise to all ports. The new mass-mover is WPRO, Providence, an old friend with a new trend, and running circles around less sales-minded media.

THE CARGO

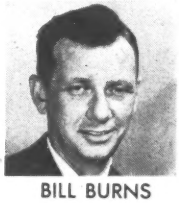
- 24 HOUR IMAGINATIVE PROGRAMMING THAT MOVES THE GOODS
- PLUS *PROMOTION* that has bent Southern New England's collective ear
- *PLUS* the audience that BUYS from LIKEABLE GUYS
- 63 PULSE BEAT NEWSCASTS A *DAY*
- PERSONALITIES WITH BREEZY DELIVERY AND AN APPROACH AS FRESH AS A REAL NOR'EASTER

THE CREW


"SALTY" BRINE


JACK SPECTOR

DAVE SENNETT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Providence	Albany	Albany	Raleigh — Durham

DIVERSITY IN NEW HAMPSHIRE

Mills and tourism bring money into state

The triangular state of New Hampshire matches its three-sided geographical pattern with a rising economic trinity—employment, income and population. All three of these factors show steadily soaring tracks on economists' charts.

This rocky area's 3½-century background of tough individualism finds civilization's progress making important changes in its commercial and living habits. Manufacturing is gaining despite the normal New England textile decline, especially in southern Hillsboro County (Manchester and Nashua) where a third of the state's population dwells.

Hillsboro's hills are dotted with factories, many of them new. Shoes and textiles are now sided by electronics, metal products and other types of industries that give the section the variety it needs. Manchester is famed for one of the all-time textile calamities—closing of the Amoskeag mills in 1935, largest textile cluster in the world (see page 82).

Manchester citizens recovered from the blow, and neighboring Nashua overcame a similar catastrophe that followed shutdown of the Textron plant (3,500 employes). The long pull back by both cities is recorded in many accounts of the textile decline.

State Promotion • The success of local cooperative projects led to formation by the state in 1952 of New Hampshire Business Development Corp., second of the sort following Maine's ground-breaking effort. Pooled funds were loaned for business undertakings. In 1955 New Hampshire Industrial Park Authority was set up to find industrial sites of the newer suburban type. The state provided a revolving fund, out of which have come two industrial parks and several new plants.

Outside industry liked the state's tax structure, some plants moving across the line from Massachusetts. Several years ago the state's technical labor supply had dwindled but there's no longer a worrisome lack of technicians and engineers. New Hampshire's unemployment ratio is below the national average.

Summer and winter tourism is developing; spring and autumn are coming along slowly. Tourism, bringing in $225 million annually, is based on breathtaking mountains; 1,300 lakes and ponds; fancy ski tows and other facilities for the skiing set; historic shrines, and several busy beaches on the short shoreline. The state is often called Boston's Playground, but its tourist logs show heavy entries from the eastern half of the nation. Better roads are being built and will be a big help, as will new motels and tourist lodgings. Lake Winnipesaukee has 72 square miles of area. The state claims the greatest concentration of ski areas in the nation.

Agriculture is just about holding its own, though poultry, eggs and dairying are doing well; apples are, too.

Optimism in the Air • Everywhere around Manchester, Nashua and Concord, the capital, there is a feeling that New Hampshire's industrial future is bright. Raytheon and other names that mark the newer economy are familiar around the southern strip. Two-fifths of all income comes from manufacturing, well above the U.S. average. Shoe plants can and do turn out millions of pairs a year. Concord granite is famous. Lumber and wood products are important along with pulp and paper.

Manchester is strong and healthy, its economic developers say with conviction as they look around this modern city of 85,000. They document an increase of 10,000 jobs and doubled payroll since World War II. Unemployment is down—less than the wartime peak—and even textiles are doing better than a year ago. Manchester still has many textile mills, including Chicopee with 750 employes. This year looks better than 1958 and 1958 was better than 1957. The largest metropolis in New Hampshire looks back to Amoskeag and displays this label, "The City That Refused to Die." Jack Tuelon, the city's industrial development agent, is doing a brisk promotion job.

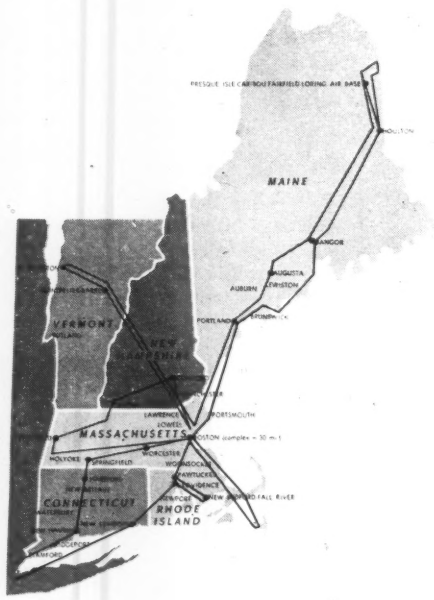
When anybody brings up Nashua's textile collapse, the municipal boosters cite this boxscore: shutdown Textron, 3,500 jobs lost; 19 replacement plants, 3,700 new jobs. Nashua worked hard to fill all that empty floor space after Textron left. Keene, another city in the southern strip, is now diversified with machine tools, metal products, American Optical, Pittsburgh Plate Glass and Pepperidge Farms frozen foods. An industrial park is being built on speculation. Miniature Precision Bearings employes 500. Keene's population is 17,000.

Portsmouth, an ocean port, heard vague rumors about a recession but didn't consider it a matter of much local concern. A historic city of 22,000,

ALONG AMERICA'S APPIAN WAY WITH A SENIOR EDITOR

The map (right) charts the spring itinerary of J. Frank Beatty, BROADCASTING senior editor, who roamed all over New England in search of the facts about the region's recovery. The field trip was preceded by a comprehensive roundup of basic research and reference material on the region.

Hundreds of contacts were made in 2,500 miles of economic foraging—corporation presidents and clerks; industrial leaders and plant workers; bank executives, economists, advertising agency executives, research people and scientists, university professors, chambers of commerce, policemen, cab drivers, civic officials, journalists, fishermen, electronic specialists, real estate and factory development promoters.



THINGS ARE BRIGHT

IN

NEW ENGLAND

BUT

NOWHERE BRIGHTER THAN

IN REVITALIZED

NEW HAVEN

PACED BY NEW HAVEN'S

STATION THAT GIVES:

- Editorial Leadership
- Listener Leadership*
- Advertising Leadership
- Industry Leadership

WAVZ

New Haven, Connecticut

Daniel W. Kops, President—Richard J. Monahan, Vice President and National Advertising Manager

Representatives:
National: Hollingbery Co.
New England: Kettell-Carter

The management that also
gives WTRY leadership in
Albany, Schenectady, Troy, New York

***PULSE AND HOOPER BOTH AGREE**

NEW ENGLAND INCOME, ALWAYS HIGH, UPS LEAD OVER U.S.

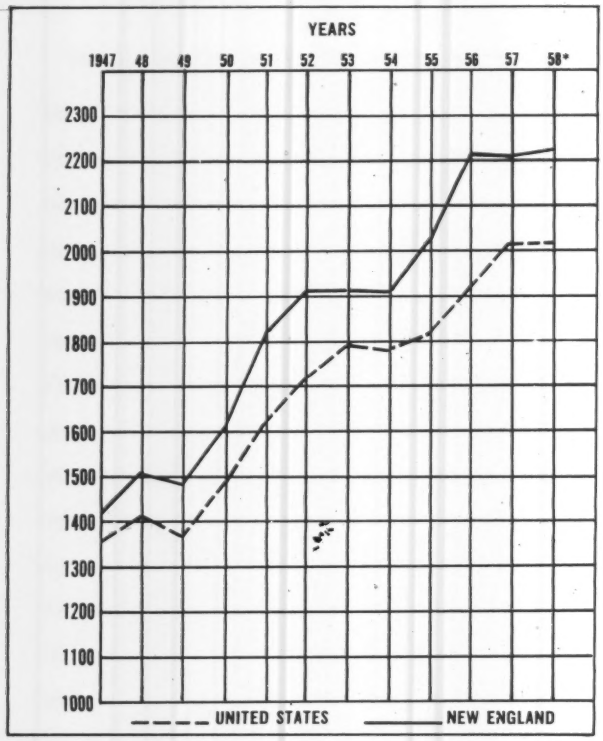
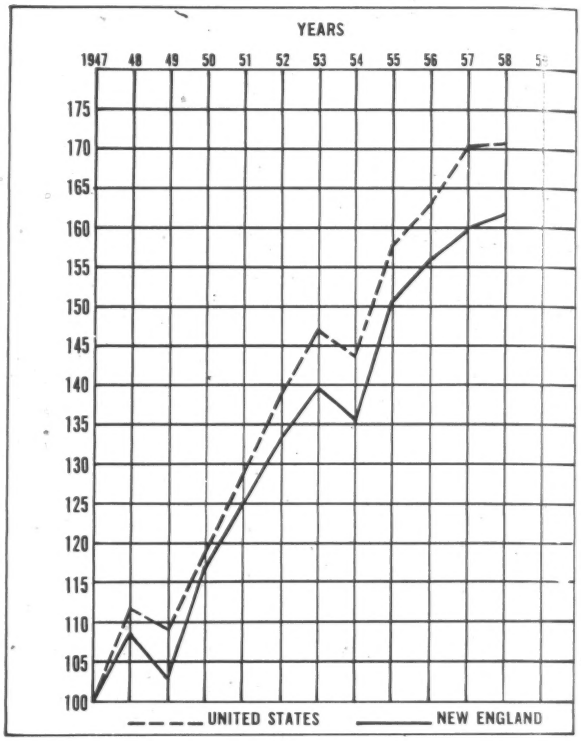


Chart shows curves of per capita personal income for the U.S. and New England. Index: dollars

Source: U.S. Dept. of Commerce
*estimated by Broadcasting

RETAIL SALES FOR NEW ENGLAND, NATION CLIMB TOGETHER



Graph covers sales to consumers in New England and across the nation. Index: 1947=100

Source: "Sales Management"

it also has military neighbors who feed the civic kitty—Navy shipyard, $3 million monthly payroll; Pease Air Force Base, $2 million. Only commercial harbor in the state, it has oil, coal and gypsum coastwide traffic. At the shipyard a big 5,600-ton submarine now on the ways will cost $100 million and take three years to build. It's twice as big as the renowned *Nautilus* and will toss a Polaris missile 1,500 miles.

Concord, 29,000, has the customary state and federal payrolls that mark a capital city. Its industrial progress was marked recently by the new $2 million laboratory of Nuclear Metals Inc. Other cities are Berlin, 17,000; Dover, 19,000; Laconia, 16,000.

RHODE ISLAND'S TRANSITION

Business climate, industry show progress

Rhode Island is shedding its title of gloom headquarters for New England.

The smallest state in the union is donning the largest economic grin as the early summer business picture shows encouraging signs—the most encouraging in years.

There's a simple reason for this bright posture in a state that has more than its share of industrial miseries: Employment and payrolls are running 10% ahead of spring 1958.

The early spring recovery broadened as summer approached. Jewelry is getting more active in anticipation of the fall season. Textile recovery from the depths of a semi-collapse is continuing. Berkshire-Hathaway, with four of its seven mills in Rhode Island, showed a profit in the first quarter. A profitable textile quarter is big news in Rhode Island.

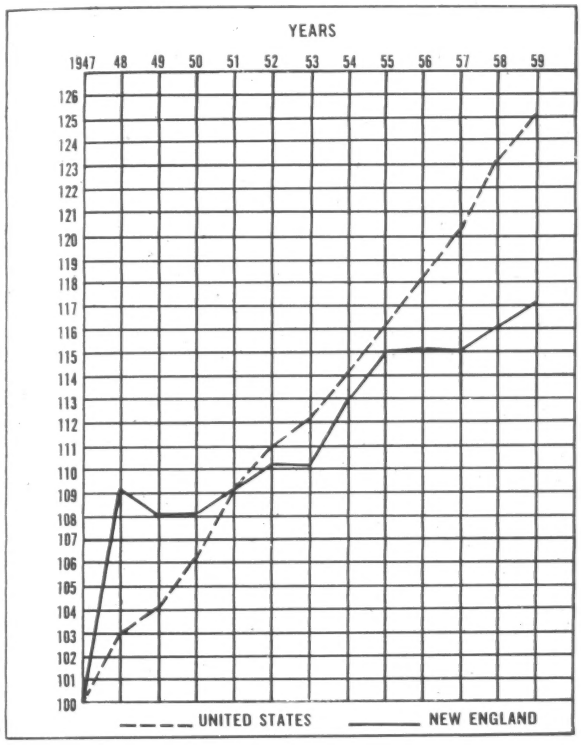
Retail business is steady; consumers are in a spending mood. Summer usually brings a let-down in July and early August, but Providence business indicators pointed to a lesser let-down than usual this season.

Not a Boom • Rhode Island's improved business countenance isn't to be construed as anything of boom proportions. The state has known so much trouble in recent decades that even an easing of a downward trend is welcome. The current year hasn't had an industrial tragedy of major concern, but last year the door-shutting of Nicholson File, throwing nearly 700 out of work, was hard to take.

Nicholson File had been in Rhode Island since 1864. It pulled out because of foreign competition, loss of export business and production problems ascribed variously to the state's unfavorable industrial climate, long mileage to steel mills and the company's more efficient plants in Indiana and Pennsylvania.

This problem of industrial climate—the political attitude toward business and industry—has plagued Rhode Island for years. Company executives have complained that the record unemployment tax, corporate levies and "welfare state" legislation have made corporate life difficult.

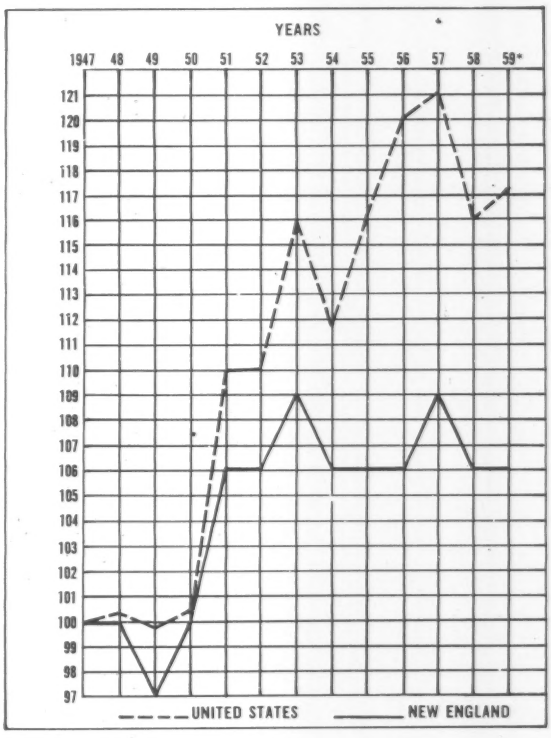
REGION'S POPULATION UP 17% BUT TRAILS U.S. AVERAGE



Above chart shows population is up regionally as well as nationally. Index: 1947=100

Source: "Sales Management"

EMPLOYMENT ABOVE '47 BUT BEHIND NATIONAL SPURT



Employment shown is in non-agricultural establishments (factories, stores, etc.). Index: 1947=100

Source: U.S. Labor Dept.
*estimated by Broadcasting

New Hampshire at a glance

- Small, rugged and mountainous; spectacular scenery.
- A northern spur of the Boston industrial complex runs to Manchester.
- Main income sources—manufacturing, tourism and agriculture.
- Population 575,000.
- Civilian labor force 220,000, with 80,000 in manufacturing.
- Leather and leather products employ 21,000, textiles 14,000.
- Five-sixths of state is forested.
- Pioneer in cooperative industrial development projects.
- Tax structure considered favorable to industry.
- Unemployment ratio below national average; wages are low but rising.
- Mount Washington towers 6,288 feet.

Identifying Problems • The crisis came May 12, 1957, when the *Providence Journal* published a "What's Wrong With Rhode Island" section. George H. Arris, the newspaper's financial editor, wrote an extensive wrapup of state problems and the way five New England states were building for the future while the State of Rhode Island and Providence Plantations (official name) legislated industry and jobs away.

Reaction was prompt and intense. A close student of economics, Mr. Arris and the *Journal* easily survived the storm. The state took a frank look at its resources and problems, with business leaders setting up three months later what became known as the Weekapaug Group, named after the inn where they first met. A "Program for the Future" was drawn up in May 1958 and a frank industrial balance sheet was published last autumn.

Industrial Foundation of Rhode Island, a non-profit private venture, was formed, with another unit to join with banks in covering development costs. Rhode Island Industrial Building Authority was set up as political leaders caught the spirit of the movement. A major step was passage of a law designed to shift the uniform 2.7% unemployment tax to a merit basis in 1960 for the benefit of employers with low turnover. This in itself improved the climate tremendously.

The Rhode Island textile slump is told this way—66,700 textile jobs in 1947; 30,600 in 1958. Cotton-synthetic output is becoming more important as the woolen-worsted decline, a nationwide trend, continues. Woolen-worsted jobs dropped from 30,000 in 1947 to 8,700 in 1958.

Electronics Birth • Rhode Island's industrial assets promise a good poten-

NOTE TO READERS

Reprints of the 44-page section of this issue containing the story of New England are available at 20 cents each. Write Circulation Manager, BROADCASTING, 1735 DeSales St., N.W., Washington 6, D.C.

The Editors

Rhode Island at a glance

- Tiny in area but a highly concentrated industrial state.
- Population 840,000.
- Factory employment—averaged 118,000 workers in 1957, 118,400 in 1958 and rising slowly.
- Unemployment claims were 30,000 in spring of 1958; 18,818 in 1959.
- Textiles were down in early 1958, picked up and the trend continues; transition from soft to hard goods is progressing, giving state better industrial balance.
- Modernization is helping some textile plants in the state.
- Jewelry, low and medium-priced, has seasonal dips but is now on a pre-autumn upswing; chemical industry is growing fast.
- The political approach to industry, long an employer's gripe, is improving; unemployment tax is 2.7% of payrolls.
- Rhode Island Development Council and related groups are hot after new industry but it's a long pull.
- Agriculture is mostly dairying.

tial for the metal trades, including jewelry, electronics, instruments and computers. Other New England states took the lead in electronics development, but Rhode Island now has 32 plants employing 3,600 persons. The state has a good strike record, a renowned reservoir of highly trained labor and a reputation for quality production. The low-wage structure is a problem and displaced textile workers are hard to fit into the labor market. A sixth of the factory workers, 22,000, are in jewelry.

Resources of the state, with maximum reach of 48 by 37 miles, include 400 miles of coastline, ample water, forests (67% of total area), nine colleges and universities, two race tracks, and tourist attractions.

Using a one-gallon-of-gas motoring yardstick (big car), the perimeters of Providence hold close to 700,000 people, about two-fifths of whose income comes from industry. Like other New England cities, Providence combines attractive and unsightly sections. It is working on a downtown improvement project. A tour through the area around the Sheraton-Biltmore Hotel, the Capitol and the Outlet Co. store reflects the business improvement.

Other Cities • Northward against the Massachusetts border is Woonsocket, with a 53,000 population. The city was one of the most active in the development movement, raising $400,000 to finance new industrial buildings and revamp old ones. Eastern Plastic Materials Inc. has moved into Slatersville Industrial Park. Woonsocket could use some more industries and it's out after them. Its new electronics plants are expanding. General Transistor Corp. is operating in the old Dunn Worsted Mills and plans to expand. Luckily textiles are improving in Woonsocket.

Newport, 40,000, is a tourist spot and has an $80 million Navy payroll. The base also employs several thousand civilians. Business generally is up a little. When the ships are in, business is terrific; when they aren't, it's fair to good this year. Yacht races help; so did President Eisenhower's visit last year.

Other cities are Cranston, Pawtucket, E. Providence, Rumford, Warwick, and others in the Providence trading area: Westerly, 13,000; Bristol, 13,000.

VERMONT EYES THE FUTURE

Industry joins farms, granite, maple syrup

This is Vermont's big tourist year. The state is expecting over a million visitors to help celebrate the 350th anniversary of the discovery of Lake Champlain, once the main artery from Canada to the colonies. The lake's long shoreline and the Green Mountains are picking up tourist business, $120 million yearly, but not as fast as their natural charms warrant.

Vermont has the highest U.S. percentage of farm income from dairying, close to $100 million a year. Most of the dairy products go to Boston, along with the eggs. Vermont boasts of the flavor of its milk and eggs, and its maple syrup, too. Two-fifths of all U.S. maple syrup comes from Vermont buckets. Last spring was a low-producing year but the price is good. The all-time sugar record was $3.2 million in 1957. Vermont is a brown-egg state, like much of New England.

Income and wages are below the national average. Industrial activity is growing along with non-manufacturing employment. Highway, air and rail communications are developing, with great hope for an interstate north-south highway tie-up and a cross-state spur

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Success...

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Five days a week these bottles — up to 400,000 per day — provide a graphic tribute to one man's dream, to the imagination that conceived it, and to the tenacity that pursued and ultimately achieved it. These bottles are simultaneously a tribute to that man's faith in New England and its people who have made the dream a reality. Every bottle of LESTOIL carries with it a background of research founded on professional integrity that has made this all-purpose liquid detergent an ever-present, ever-growing example of New England industry.

LESTOIL's success is factually represented by over 6,500 TV spots per week on 225 stations, all contracted on a solid, 52-week-a-year basis which utilizes an annual budget of over $10,000,000. *This is faith in the future!*

The success of LESTOIL is synonymous with the promise of New England as a fertile area for all industry that counts imagination and progress among its basic assets.

LESTOIL, INC. **HOLYOKE, MASS.**

A subsidiary of Adell Chemical Co.

Vermont at a glance

- 1,000 factories employing 40,000.
- $115 million farm income, 80% dairy.
- Industrial activity growing, especially in electronics, plastics and metal products.
- Extensive quarrying—granite, marble, slate and asbestos.
- Tourist attractions are outstanding but developing slowly.
- Coast on Lake Champlain.
- Population 375,000.
- Only N.E. state getting St. Lawrence electric power.
- High income tax.

to Montpelier and Burlington.

Vermont's granite is sold all over the country. Rock of Ages Corp. employs 500 at Barre, near Montpelier. The state is the No. 1 asbestos producer and is also high in the mining and processing of colored slate.

Snow Sport • Skiing is helping the tourist business, bringing in around $25 million. The natives recommend a Green Mountain Cocktail to winter sports lovers—rum, maple syrup and hot water. It's said to melt the icicles off numbed toes.

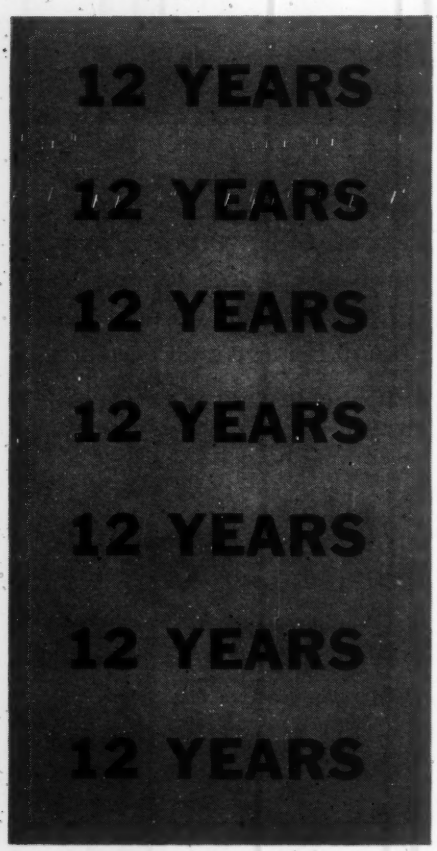
Easily the largest city in the state is Burlington with 38,000 in the main built-up section and a metropolitan population of 67,000. Industries are moving into Burlington. International Business Machines Corp. picked the city out of a list of 200 despite oft-heard talk about high state taxes. The city's living charms were a factor plus transportation facilities, low utilities costs (electric rates were cut when St. Lawrence Seaway energy was fed to the state), manpower availability, cultural climate and civic facilities. The sunset view across Lake Champlain toward the Adirondacks can match anything in the nation.

University of Vermont has 3,000 students and St. Michaels College 950. Ethan Allen Air Force base has the fast F 102 plane with newer models coming. The base payroll is $3 million a year, wth construction underway for Bomarc facilities.

Burlington has a Friendship Fountain lake-front project that will be 250 feet high and visible for miles. A Champlain cutoff project would join the St. Lawrence to Champlain, making Burlington a seaport. Present St. Lawrence traffic is limited to barges that carry newsprint and petroleum to New York. A $3.3 million federal building project is underway.

Canadian Trade • A lot of Canadian shoppers trade in Burlington. Gas stations have Canadian credit card signs. The city is a distribution point for northern New York, New Hampshire and Northern Vermont. It's two-hours by road from Montreal. A development group is building a plant on speculation for a new industry. Broadcast stations carry Montreal accounts. Canadians flock to Burlington on holidays and weekends.

Vermont is a small-town state. Communities include Barre, 12,000; Bennington, 10,000; Montpelier 10,000; Rutland, 17,000; St. Albans, 9,500; St. Johnsbury, 9,000. Montpelier is the capital city. Work is underway on a modern road from Montpelier through rocky hills to Burlington.



Rhode Island's first Personality Music News Station

Still first in all surveys *

WHIM PROVIDENCE RHODE ISLAND

*Hooper-Pulse

Transistorized tv set introduced by Philco

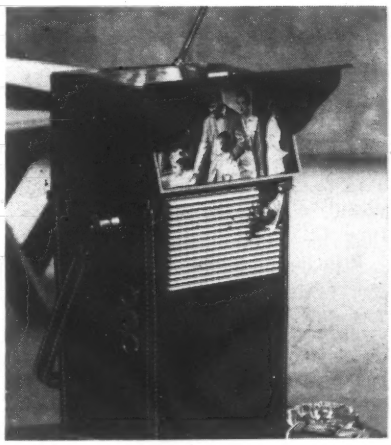
The transistorized portable tv receiver is here—a commercial reality at Philco and a demonstration piece at Admiral.

Philco, which announced its new battery-operated transistor model earlier this month, showed its new receiver at a press presentation in Chicago's Merchandise Mart June 14 as the summer International Home Furnishings Market got underway. The "Safari" line claims 80 square inches of viewing area—about the same size as a 14-inch picture tube. Embracing the direction-finder concept, Philco uses a two-inch cathode ray tube and magnifies the picture seven times its original size.

Philco plans initial production of 10,000-20,000 units, with the receiver slated to hit the market later this month. The set, weighing 15 pounds and measuring 8⅜ inches wide, 16⅝ inches high and 5⅝ inches deep, comes with a battery good for four hours of viewing. The price: $250 plus $5.25 for battery.

Admiral also demonstrated a transistor, 17-inch tv receiver earlier this month, but is not prepared yet to get into immediate production. It uses 25 transistors instead of tubes. It will be marketed when the cost of the transistors and other components becomes more competitive and "realistic." The company also feels a portable tv set smaller than 17 inches may not find a ready market.

RCA officials reported at their national sales convention in Chicago June 5 that RCA also is working on transistorized tv but questioned whether there is a market for it at this time.



VEST POCKET TV SET

Philco's portable weighs 15 pounds

Emerson requests look at books of Webcor

Emerson Radio & Phonograph Corp. wants to take a look at the books of Webcor Inc., in which it purchased 20% of the outstanding common stock for $2.3 million this past May.

Emerson filed suit in Chicago Circuit Court Wednesday, naming Webcor; Titus Haffa, its board chairman, and the First National Bank of Chicago as co-defendants. For damages, it requested the court to penalize Mr. Haffa and the bank 10% of the stock owned by Emerson and Benjamin Abrams, its president.

In its petition, Emerson asked that Webcor's books be opened for inspection so it can determine whether warranties made by Mr. Haffa on its assets, liabilities and operations are "true or false" and whether they may have been breached.

Emerson said it had been advised that Webcor engaged in transactions with Mr. Haffa or his relatives or corporations owned or controlled by them. It seeks to study the deals "as to their validity and propriety." The court also was asked to compel the bank, transfer agent for the stock, to permit examination of the record of Webcor stockholders. Mr. Abrams was represented as holding 4,244 shares of Webcor stock, plus 130,000 shares held by Emerson.

Russian tv display

An exhibit of Russian television techniques and production methods is included in the Soviet Exhibition in New York opening Monday (June 30) for 40 days. About 10,000 displays at the New York Coliseum are designed to tell Americans about the culture and aims of the Soviet Union and its people.

• Technical topics

• Admiral Corp., Chicago has introduced a completely transistorized 17-inch portable tv receiver. The new set uses 25 transistors and etched circuits that are standard in Admiral receivers. The company will not mass produce the model until the cost of transistors comes down.

• Raytheon Co's. Distributor Products Div., Westwood, Mass., has started building new headquarters. The structure will cover 60,000 sq-ft.

Collins management forms central council

Collins Radio Co., Cedar Rapids, Iowa, has realigned managerial responsibilities under a central management council.

Headed by its president and board chairman, Arthur A. Collins, the council comprises L.M. Craft, new operations executive vice president with the responsibility of coordinating research, development and product lines; R.S. Gates, finance executive vice president; H.V. Gaskill, planning vice president; J.G. Flynn Jr., sales vice president; R.T. Cox, new Cedar Rapids Div. vice president; L.E. Bessemer, new Texas Div. vice president; M.L. Doelz, Western Div. vice president, and M.W. Burrell, new Alpha Corp. [Dallas] president.

Mr. Burrell also directs operations of Collins Systems Div.

Mr. Flynn is responsible for coordinating the sales activities of Collins' government, commercial and international divisions as well as Collins Radio Co. of Canada Ltd., Collins Radio Co. of England Ltd., and Collins Radio International C.A.

Radio-tv production in April up sharply

Production of both radio and tv receivers in April increased substantially over April 1958, according to Electronic Industries Assn.'s regular set count.

Radio set output totaled 1,040,183 sets in April (including 422,346 auto sets) compared to 630,156 radios (including 190,435 auto sets) in April 1958. Cumulative output for four months of 1959 was 4,637,859 radios (including 1,786,168 auto sets) compared to 3,255,838 (including 1,043,470 auto sets) in the same 1958 period. Fm set output totaled 31,425 units in April.

Production of tv sets totaled 389,251 in April (20,501 had uhf tuning) compared to 302,559 (22,296 uhf) in April 1958. Four-month production this year totaled 1,779,801 tv sets (123,132 had uhf tuning) compared to 1,523,858 (143,509 uhf) in the same 1958 months.

Radio sales at retail (excluding auto sets) totaled 2,079,804 in four months of 1959 compared to 1,669,554 in the same 1958 period. Tv set sales at retail totaled 1,639,626 for the first four months of 1959 compared to 1,690,101 unit sales during the comparable 1958 months.

OFFICIAL: RADIO WORLD WIDE INC.

Program service organized but it still lacks target date

Radio World Wide, the projected program service conceived by some of the nation's top broadcast properties as their answer to how to live without conventional networks, has been made official. It's now incorporated, has officers and is starting to get down to cases on building a program structure.

At the helm is an executive committee whose members are Herb Krueger, WTAG Worcester, chairman; Paul (Fritz) Morency, WTIC Hartford, and John Patt, WJR Detroit, vice chairman; Victor A. Sholis, WHAS Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Henry Clay, KWKH Shreveport.

Irvin Gross, vice president, Henry I. Christal Co., station representatives, is treasurer of Radio World Wide. Mr. Gross appears in the RWW executive structure as a representative of WHAM Rochester, in which the Christal firm has 50% ownership.

Charles Cutler, Washington attorney, has been named temporary president of RWW. A permanent president will be selected once the organization goes into business.

Incorporation papers for Radio World Wide were filed in Delaware June 12.

Principals in the organization met last week in New York. Reportedly they discussed possibilities of making arrangements with one of several existing organizations to provide the backbone of the RWW program service.

The word is that Radio World Wide will not rush into operation immediately. A committee was appointed to investigate initial service encompassing news and public affairs programming plus some exchange programs between affiliates. It was learned that at least two existing radio program service companies have made bids to furnish Radio World Wide's news needs—Radio Press and International Transmissions Inc. Conversations had been held earlier with AP, UPI and ABC Radio.

Radio World Wide is set up as a program service which would not itself sell time, leaving that matter to the individual station members.

First word of plans for Radio World Wide came in late January (BROADCASTING, Feb. 2), shortly after CBS began its controversial Program Consolidation Plan. It was indicated at the time that 25 stations—all strong stations in major markets—would have to go along with the idea before it became effective. Some 30 stations attended a meeting in Chicago last March to go over those initial plans. It was not learned late Thursday how many had decided to sign. (BROADCASTING reported several weeks ago that 16 stations were definite, with two dozens others possibles [CLOSED CIRCUIT, June 1]).

Promoting tv's image • A special five-man NAB-TV committee drew up a proposed public relations campaign at a June 16 meeting. The planners (l to r): Willard E. Walbridge, KTRK-TV Houston; C. Howard Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations; G. Richard Shafto, WIS-TV Columbia, S.C.; Dwight W. Martin, WAFB-TV Baton Rouge, La.

TV PUBLIC IMAGE

Information project gets NAB green light

Television's move to acquaint the public with the true story about the medium's service and functions became airborne last Thursday (June 18).

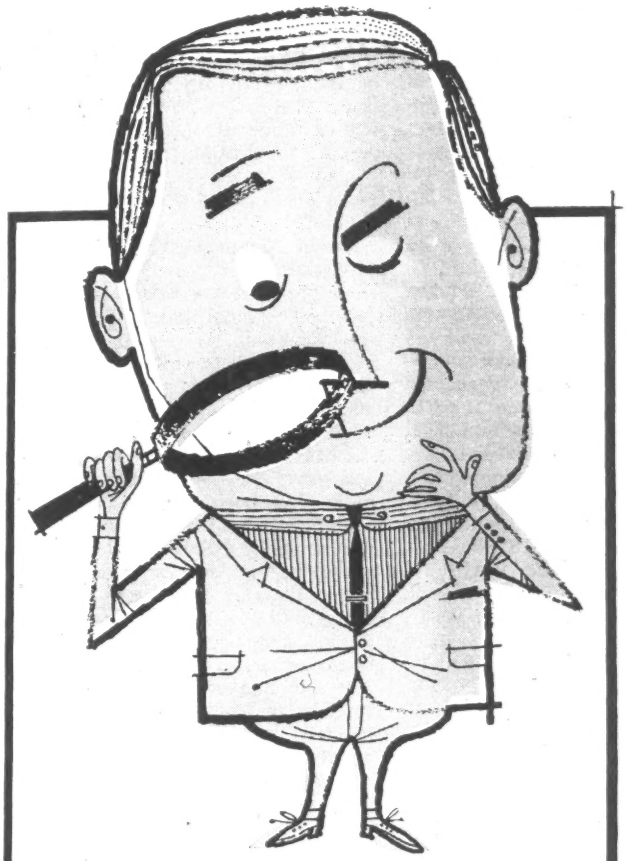
A tv-wide campaign to improve the video industry's image in the public's mind was approved by NAB's Tv Board of Directors. The board adopted a report submitted by Clair R. McCollough, Steinman Stations, chairman of a study committee that has been working out the mechanics of the major public relations operation. The committee has completed its job, which developed out of the NAB March convention (BROADCASTING, March 23).

In essence the project will be backed by $600,000-$700,000 or more a year, depending on how much money can be raised. It will have a New York headquarters but remain under the technical supervision of NAB headquarters. Actual operation of the agency, known as Television Information Program, is expected to be outside routine control of NAB but within its umbrella.

First step will be the appointment of a Television Information Committee of nine members. If all three networks go along with the idea, and the backers hope they will, the committee will consist of one member named each by NBC-TV, ABC-TV and CBS-TV. Three members must be members of

Take another look at DAYTON...and WHIO-TV

NOW—OHIO'S 3RD MARKET



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Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina.

30th NATIONALLY
(up from 38th)

$1,400,214,000 Consumer Spendable Income
(28th in the nation)

30th in the USA

That's right, in population, Dayton now outranks Birmingham, Indianapolis, Columbus, Ft. Worth, Memphis and Phoenix.

30th in population.....now 650,400
28th in consumer spendable income $1,400,214,000
16th in consumer spendable income per household.....$7,268

3rd in OHIO

Dayton is now Ohio's 3rd market—
3rd in population
3rd in consumer spendable income
3rd in consumer spendable income per household

Best way to reach this rich market—WHIO-TV*

*1st in DAYTON

Today as always, your best buy is WHIO-TV, one of America's great area stations. Reaching and holding 2,881,420 people in 41 counties of 3 states.

For market data, availabilities and all information, call George P. Hollingbery

the NAB Tv Board. Three others will be named and may include one or more non-NAB members. This committee should be named by NAB President Harold E. Fellows within a fortnight. It is subject to confirmation by the NAB Tv Board and will name its own chairman.

Will Report to NAB • After getting organized, this committee will report to the NAB Tv Board on its policies, research ideas, budget, fund raising and office plans. It will recommend a director who will be located in New York.

The kitty will have $75,000 yearly from the NAB budget plus $65,000 from each of the networks, a total of $270,000—provided all three networks go along with the plan. If they don't, a new deal will be worked out for networks taking part.

Then the committee will start raising money from two types of participants—sponsors (individuals, firms or corporations engaged in operating a tv station or network) and associate sponsors (others who want in on the promotion but aren't eligible to be sponsors). Membership approval is up to the NAB Tv Board.

The rate will be the highest published quarter-hour rate as of June 1, 1959 or 40% of the highest one-hour rate. A scale of combination payments for multiple-station groups also will be adopted.

Special Groups Aided • Mr. McCollough said Thursday that his study committee had used information provided by the special group headed by C. Wrede Petersmeyer, Corinthian Stations, for its general guidance. The Petersmeyer group was set up at the NAB Chicago convention when a move developed to find a way of coping with widespread criticism and misunderstanding centering around television's programming and public service.

In other actions Thursday, the NAB Tv Board asked FCC to reconsider its policy to license microwave facilities for transmission of signals to community antenna systems from distant cities (see story, page 62).

William Carlisle, NAB station relations manager, said tv membership has increased from 327 last Jan. 1 to 336. Donald N. Martin, public relations assistant to President Harold E. Fellows, said 231 tv member stations are using NAB film spots promoting the impact of tv.

Attending the NAB Tv Board meeting besides Messrs. McCollough and Petersmeyer, were Chairman G. Richard Shafto, WIS-TV Columbia, S.C.; Payson Hall, Meredith Stations vice chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; James D. Russell, KKTV (TV) Colorado Springs; W. D. Rogers, KDUB-TV Lubbock, Tex.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

NAB RADIO BOARD
Sowell is chairman, Bostic vice chairman

F.C. Sowell, WLAC Nashville, Tenn., was elected chairman of the NAB Radio Board at its Thursday (June 18) meeting in Washington. Thomas C. Bostic, KIMA Yakima, Wash., was elected vice chairman. They succeed J. Frank Jarman, WDNC Durham, N.C., and Robert T. Mason, WMRN Marion, Ohio, respectively.

Mr. Sowell is vice president and general manager of WLAC. He has long been active in NAB affairs. He is president of Tennessee Assn. of Broadcasters. Mr. Bostic, who also has taken part in many industry organizations, is vice president and general manager of Cascade Broadcasting Co. He is mayor of the city of Yakima.

Chairman of the Tv Board is G. Richard Shafto, WIS-TV Columbia, S.C. Vice chairman is Payson Hall, Meredith Stations. Both were elected in March at the NAB convention.

MR. SOWELL

MR. BOSTIC

The Radio Board commended work of the All-Industry Radio Music License Committee and voiced hope it will continue to operate after current ASCAP negotiations have been concluded. A music licensing report was made by Emanuel Dannett, committee counsel.

Radio Month Successful • Donald N. Martin, retiring public relations assistant to President Harold E. Fellows, reported National Radio Month in May was unusually successful and said broadcasters were enthusiastic about a disc of recorded jingles produced for NAB members and used an average of 136.8 times weekly per station during May. He said 188 prints of "Hear and Now," NAB's new film to promote radio, has been sold and 66 copies have been rented by stations.

John F. Meagher, NAB radio vice president, said 607 stations have reported they are taking part in the industry's "Look for a Room With a Radio" campaign. He said stations are broadcasting an average total of 11,389 spot announcements per week in support of the campaign, which is designed to stimulate radio listening among hotel and motel guests.

George Hatch, KALL Salt Lake City, said a subcommittee of the NAB Radio Transmission Tariffs Committee and AT&T representatives had agreed on definite objectives in their rate negotiations. William Carlisle, NAB station relations manager, said radio membership has reached an alltime high—1,517 am stations and 428 fm stations. A. Prose Walker, NAB engineering manager, reported on discussions covering high-voltage power line interference with radio and tv reception. He discussed inter-city relay operations on currently allocated broadcast auxiliary frequencies.

Besides Messrs. Sowell, Bostic and Hatch, other Radio Board members attending the meeting included:

Daniel W. Kops, WAVZ, New Haven, Conn.; Simon Goldman, WJTN Jamestown, N.Y.; John S. Booth, WCHA Chambersburg, Pa.; Jack S. Younts, WEEB Southern Pines, N.C.; Frank Gaither, WSB Atlanta, Ga.; Hugh

O. Potter, WOMI Owensboro, Ky.; J. M. Higgins, WTHI Terre Haute, Ind.; Mig Figi WAUX Waukesha, Wis.; Ben B. Sanders, KICD Spencer, Iowa; Odin S. Ramsland, KDAL Duluth, Minn.; Robert L. Pratt, KGGF Coffeyville, Kan.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; Robert J. McAndrews, KBIG Avalon, Calif.; Harold Hough, WBAP Fort Worth, Tex.; John H. DeWitt Jr., WSM Nashville, Tenn.; Rex Howell, KREX Grand Junction, Col.; Frederick A. Knorr, WKMH Dearborn, Mich.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; J. R. Livesay, WLBH Mattoon, Ill.; Richard H. Mason, WPTF-FM Raleigh, N.C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; E. J. DeGray, ABC; Charles W. Godwin, Mutual; P. A. Sugg, NBC Radio. Arthur Hull Hayes, CBS Radio president, was presented by James M. Seward, CBS Radio.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KITO San Bernardino, Calif.: Sold by Radio Associates to Kenyon Brown for $285,000. Mr. Brown is president and part owner of KCOP-TV Los Angeles, in association with Bing Crosby, George L. Coleman and Joseph A. Thomas, and has been appointed head of the broadcast division of Nafi Corp., purchaser of KPTV (TV) Portland, Ore., subject to FCC approval. He is acquiring KITO as an individual, similar to his purchase of KSON San Diego, which is awaiting FCC approval. KITO is on 1290 kc with 5 kw, directional, and is affiliated with MBS.

• WKKO Cocoa, Fla.: Sold to WKKO Radio Inc. by John B. Cook Jr. for $210,000. WKKO Radio Inc. principals are Marvin L. Rothschild (49%) and Benjamin Rothschild (49%). Marvin Rothschild is sales manager of WHOO Orlando, Fla. This sale has been filed with the FCC. WKKO is on 860 kc with 1 kw, day.

• KMYC-AM-FM Marysville, Calif.: Sold to Carlton Broadcast Corp. by Horace E. Thomas, Georgia L. Thomas and Chastain Freeman for $200,000. Carlton Broadcasting is owned 50% by John Sexton Trust radio-tv production firm and one-sixth each by CBS o&o stations program coordinator Carroll V. Hansen, Ruth O'C. Hansen and William O'Callahan. This sale has been filed with the FCC. KMYC is on 1410 kc with 5 kw, day, 1 kw, night, directional, and is affiliated with MBS. KMYC-FM is on 99.9 mc with 4.9 kw.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 134).*

• KVI Seattle, Wash.: Sold to Gene Autry group by Vernice Irwin and family for $770,000. Autry broadcast interests include KMPC Los Angeles and KSFO San Francisco, both California, and KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. KVI is on 570 kc with 5 kw and is affiliated with MBS.

• WHRV Ann Arbor, Mich.: Sold to The Zanesville Publishing Co. (WTAP-TV Parkersburg, W.Va. and majority interest in WHIZ-AM-TV Zanesville, Ohio) by Mayne Broadcasting Co. for $300,000. WHRV is on 1600 kc with 1 kw, directional.

• KXII (TV) Ardmore, Okla.: Sold to Texoma Broadcasters Inc. (majority stockholder is KWTX Broadcasting Co., which in turn is owned 29.05% by multiple owner LBJ Co., and owns KWTX-AM-TV Waco and 50% of KBTX-TV Bryan, both Texas) by John E. Riesen, executor of estate of John F. Easley, for $141,666. KXII (TV) is on ch. 12 and is affiliated primarily with NBC-TV. Sale of station to Bill Hoover group (KTEN [TV] Ada, Okla.) was approved by FCC last April but set aside early this month (BROADCASTING, June 8).

• WBUT-AM-FM Butler, Pa.: Sold by J. Patrick Beacom to group including James S. Beattie and Mr. Beacom for $121,500 plus agreement not to compete in radio business within 25 miles of Butler for five years. Mr. Beacom owns WJPB-TV Fairmont, and WVVW Grafton, both West Virginia; Mr. Beattie owns WPTX Lexington Park, Md. WBUT is on 1050 kc with 250 w, day. WBUT-FM is on 97.7 mc with 720 w.

• WFAM-TV Lafayette, Ind.: Sold (license on ch. 59 and construction permit for ch. 18) by Lafayette Broadcasting Inc. to Sarkes Tarzian Inc. (WTTV [TV], WTTS Bloomington, WPTA [TV] Roanoke and a new fm outlet in Fort Wayne, all Indiana) for $65,000. At the same time the Commission granted an extension of completion date to 90 days after consummation of the assignment. WFAM-TV has a secondary affiliation with ABC-TV, CBS-TV and NBC-TV.

Texas — **$200.000**

Powerful fulltimer on excellent frequency in top Texas market. Gross can easily exceed purchase price. One of the best buys we have had. 29% down and balance over five years.

Northwest — **$175.000**

Successful 5 Kw fulltime operation in one of the best Northwest markets. New equipment and good real estate. 29% down.

Middle Atlantic — **$160.000**

Profitable daytimer in one of the top hundred markets. This one will easily pay out with $35,000 down and balance over 7 or 8 years. Won't be around long at this price.

Southern California — **$69.500**

1000 Watt daytimer in solid growth area. Liberal terms to qualified buyer. Needs owner-manager.

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RADIO - TV - NEWSPAPER BROKERS

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WHAS DROPS FROM CBS RADIO

But network says PCP is 92% successful

WHAS Louisville quit the CBS Radio network last week—the last of 20 affiliates to leave in disagreement over the network's Program Consolidation Plan.

Victor A. Sholis, WHAS vice president and director, said that he voted against PCP when it was first proposed "out of a conviction it offered no solution to the programming and sales difficulties engulfing the network and thus seriously affecting its affiliates."

Six months of experience with PCP "has confirmed our judgment," he said. The affiliation of WHAS-TV with CBS-TV is not affected.

Arthur Hull Hayes, CBS Radio president, said the departure of WHAS "is not a surprise." PCP, said Mr. Hayes, has been accepted by 90% of the stations which were affiliates at the time PCP was ratified at an affiliates convention last October.

Box Score • When PCP was announced CBS Radio had 195 stations; it will have 189 as of July 5, the deadline date for affiliates to put up or pull out of the network. WHAS was the last holdout. Official CBS tabulations show that 19 of the pre-PCP stations, four of them bonus stations, left the network. They accounted for 12% of the pre-PCP lineup. 176 stations (87%) accepted the plan, and 13 others joined under PCP terms, bringing the current list to 92% of the pre-PCP total.

As four of the 19 who left the network were bonus stations, CBS feels that its major losses were in 15 markets. It has made new affiliation agreements in four of them, leaving 11 pre-PCP markets now open.

The four replacements: WCAY for WMSC Columbia, S.C.; WKMH Dearborn for WJR Detroit; WRNL for WRVA Richmond; KRMG for KTUL Tulsa.

The 12 not replaced as yet: WSAN Allentown, Pa.; WABI Bangor, Me.; KSIX Corpus Christi, Tex.; WJQS Jackson, Miss.; WKNE Keene, N.H.; KTHS Little Rock, Ark.; WGIR Manchester, N.H.; KTOK Oklahoma City; KWKH Shreveport; WTAG Worcester, Mass., and WHAS Louisville.

Several of the stations which have left CBS Radio have been identified with efforts to organize Radio World Wide, a program service. They include WJR Detroit, WHAS Louisville, KWKH Shreveport and WTAG Worcester (see story, page 116).

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COlumbus 5-2400

Pulse on WKFM (FM)

Dr. Sydney Roslow, president, The Pulse Inc., New York, last week made this statement about the WKFM (FM) Chicago suit against the company (AT DEADLINE, June 8).

"The suit of WKFM is wholly without basis. There is not one iota of truth in the claims made. The foundation of such action is wholly obscure to us. Pulse intends to fight this unjust claim to the limit and has no doubt whatsoever that it will be wholly vindicated at the trial."

(The suit claims $192,300 damages for alleged discriminatory practices in conducting radio surveys.)

TTC names Petry

The appointment of Edward Petry & Co., New York, as national sales representative for all stations owned by Transcontinent Television Corp., New York, was announced last week by David C. Moore, TTC president. The appointment is effective July 1. (CLOSED CIRCUIT, June 15).

Trancontinent currently owns and operates WGR-AM-TV Buffalo, WROC-TV Rochester, WNEP-TV Scranton-Wilkes-Barre, Pa. (60% ownership) and WSVA - AM - TV Harrisonburg, Va. (50% ownership). Mr. Moore noted that on May 13, FCC approved a transaction which will put under TTC ownership three West Coast stations owned by Marietta Broadcasting Inc.—KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif. He added that the signing of the contract to complete the Transcontinent-Marietta transaction is scheduled for some time during the next two weeks.

Marietta is owned 63.64% by Jack Wrather and 36.34% by Edward Petry & Co. Under the TTC-Marietta agreement, Mr. Wrather will own 22.15% of Transcontinent and the Petry organization 12.66% (BROADCASTING, May 18).

Consolidated Sun Ray acquires WSAI, WALT

Fast-growing Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa.) last week formally took possession of two newly-purchased radio properties, WSAI-AM-FM Cincinnati, Ohio, and WALT Tampa, Fla. (BROADCASTING, May 25). The total purchase price for both stations was well over $2 million.

New officers of WSAI and WALT, according to Consolidated Sun Ray President William H. Sylk, include: William B. Caskey, executive vice president of WPEN, president of WSAI; Howard Eicher, vice president and general manager under former WSAI owner Sherwood R. Gordon, continues in the same job, and Sidney Goldstein, WPEN secretary-treasurer, adds same position at WSAI. Mr. Caskey will also be president of WALT and Mr. Goldstein will be secretary-treasurer. Frank Knorr Jr., former president of WPKM Tampa, will be vice president and general manager of WALT. The boards of both WALT and WSAI will be the same, it was announced, and will consist of Harry and William Sylk and Messrs. Caskey and Goldstein.

• Rep appointments

• The six Negro-programmed properties of Rounsaville Radio Stations, Atlanta, are to be represented by the John E. Pearson Co., N.Y., effective July 1. The stations: WCIN Cincinnati, WLOU Louisville, WMBM Miami Beach, WVOL Nashville, WYLD New Orleans and WTMP Tampa-St. Petersburg.

• KXYZ Houston names H-R Representatives Inc., N.Y., effective Aug. 10.

• WHAT Philadelphia appoints John E. Pearson Co.

• WGST Atlanta to the Branham Co., N.Y.

The Rising Sun Ray • It was a happy group that gathered to close the multi-million dollar purchase of WSAI-AM-FM Cincinnati and WALT Tampa, Fla., by WPEN-AM-FM Philadelphia owner Consolidated Sun Ray Inc. William B. Caskey, new president of WSAI and WALT (1) shakes hands with Sherwood Gordon, WSAI seller, as Gordon attorney Vincent A. Pepper (1) and Howard Eicher, WSAI vice president and general manager under both old and new owners, look on.

INTERNATIONAL

TRANSATLANTIC TV SUCCESS

Cable, film process is tested by BBC

A new potential for television was opened last week with a successful transatlantic telecast over phone cable of 2 minutes 5 seconds of 16mm film.

Its effect is to chop at least 5½ hours off the tv distance between London and New York. Long-range observers see in it a first step in the direction of wide-world tv.

NBC, which has an existing newsfilm swap arrangement with the British Broadcasting Corp., reportedly brims with plans. News authorities at the network talked in terms of acquiring a transmitting - sending machine from BBC and of making a "film collection point" at London. The June 18 telecast was carried by NBC-TV 10:15-10:30 a.m.

The film seen in the U.S. was in two sequences. The first consisted of coverage of Queen Elizabeth leaving Buckingham Palace for London Airport, preparations and scenes at London Airport just before her arrival there from the Palace and before takeoff to Canada on her royal visit. The other was a news sequence showing the royal party arriving at London Airport and boarding the plane.

Significance • The main immediate import: it is now technically feasible to transmit very short portions of news film by transatlantic telephone cable using the cable's narrow, 5 kc sound bandwidth with a process pattern after telephoto.

The film at BBC in London was placed on the slow-speed flying spot scanner developed by the British. Frame by frame it was translated into electrical impulses. Similar equipment brought recently by BBC to Canada translated the impulses to exposed film and then the film was developed. The finished film then was shown as part of a 15-minute program on the Canadian Broadcasting Corp. in Canada and on NBC in the U.S.

Features of the royal party — the Queen Mother, Queen Elizabeth, Prince Philip and Princess Margaret — were easily distinguishable. Definition was acceptable, the picture resembling "hot film" (that is, kinescope). Some flare was detected. NBC-TV engineering executives watching monitors in New York studios could not explain the infrequent flare but attributed it to possible "line transmission trouble."

The British have named the product "wire film." A half minute of film can be transmitted in less than 50 minutes and reproduced on tv as soon as the film is developed, 15 minutes later.

Technique Involved • The British development is not new in the sense that the system uses known principles. What is different, however, is the balance of three essentials which are basic

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says Louis Wasmer, Pres.

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to a practical or working system: (1) the time used in transmittal, (2) the bandwidth and (3) the degree of definition.

To reduce the time consumed, only every other frame is scanned. Each frame transmitted is printed twice on the receiving end. This would tend to lose a bit of the motion (but not resolution). In the Thursday demonstration, however, a loss of motion was not perceptible to the viewer. The British, in fact, say reproduction is satisfactory using the alternate-frame process except where movement is rapid, and hinted that in such a case each frame would be printed even though transmission time would be lengthened.

As early as 1957, BBC, as did United Press Movietone, experimented with similar systems. UP transmitted film in October of that year to the British (15 seconds) showing arrival of Queen Elizabeth in New York. The film was routed from New York through Montreal to London (same route as the current telecast used). Movietone also experimented more than a year before that by sending a similar strip to San Francisco and back via a telephoto network. But observers noted a difference in the BBC and Movietone systems. It was claimed that the Movietone system employed strips of film (or frames) which were sent as a still photo, then reprinted in strips. Engineers in New York claimed last week that this process was "crude compared to the delicately balanced system used by the British."

ROYAL FAMILY AT AIRPORT

Slow-scan film makes tv history

Most engineers see the eventuality of tv signals bounced off satellites anchored in space as the ultimate answer The cable as it now exists cannot handle live tv. A transoceanic cable conceivably could be built to handle live tv but it is not economically practical. A new cable to be laid between Clarenville in Newfoundland and Penmarch in France will cost some $40 million. Work gets underway this summer. Amplifiers or repeaters—58 of them in each of the twin cables—will act as boosters. These two-way repeaters which now are placed at 20-mile intervals would need to be boosted five times or one every four or five miles. This pushes up the cost factor and increase technical difficulty all along the line.

PAY-TV SET FOR CANADIAN START

Telemeter plans wire system in Toronto suburb, broadcast later

The first International Telemeter Co. closed circuit pay-tv installation will be in operation by mid-December in Etobicoke, western Toronto suburban area, with a minimum of 500 subscribers, J.J. Fitzgibbons, president and managing director of Famous Players Canadian Corp., stated at Toronto Wednesday (June 17).

Trans-Canada Telemeter Ltd., a division of the Famous Players theatre chain, is now installing with Bell Telephone of Canada 70 miles of tv cable for a coverage potential of 13,000 homes in the Etobicoke area. Mr. Fitzgibbons estimated 5,000 Telemeter installations in operation within year.

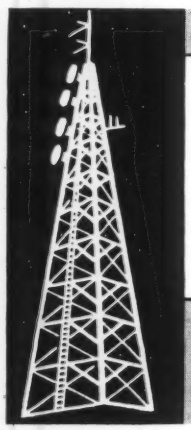
Famous Players is owned 51% by Paramount Pictures Corp. International Telemeter Co. is a wholly-owned Paramount subsidiary. Telemeter executives in the U.S., meanwhile, related other details of pay-tv plans, including the possibility of "free" programs on the system supported by paid commercials (see below).

Mr. Fitzgibbons explained that "the Etobicoke area was picked because it is the fastest growing Toronto suburban area, has high population density and has the highest per-capita income of any Canadian area. We have high hopes that the operation will spread to other areas in metropolitan Toronto and trigger the expansion of Telemeter throughout Canada."

Highly Competitive Area • The Toronto metropolitan area was picked for the test because of heavy competition not only from five television stations but also many other attractions. This was felt to be a better test than a captive one-station market or area receiving no local television. The Etobicoke installation will include a central studio serving roughly a five-mile radius area. Subscribers will pay only $5 installation charge and pay cash for all programs.

The Telemeter unit has three control knobs. The first control connects the subscriber with the studio to hear what programs are being offered and at what charge. This is free service. The same control also will bring the subscriber, through a loudspeaker in the unit, free local public events and local news, it is claimed, including sponsored shopping news. The second control has a choice of three positions for unsponsored programs available on payment basis. This control is operative only after the third control has been put into the Telemeter position and the required amount of money is deposited in box.

The money box has a recording tape which lists every transaction made on the machine. The subscriber can place more than the required amount of money in the box and a cash register dial will show the credit amount. All of this is also recorded on tape. The money box will be collected monthly and re-



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placed with a new box. It was noted that an accurate survey on viewing patterns will be available from the money box tapes monthly.

The telemeter box will be joined to the television receiver through the antenna connection, eliminating the need to go into the television receiver. The third knob on the box gives choice of free television or pay television.

The Exclusive Lure • Mr. Fitzgibbons stated that the Telemeter system will provide varying prices for different programs, basic feature in selling entertainment. The subscriber will see first run motion pictures immediately after they have been shown in first run downtown Toronto theatres. They also will be able to see sporting events, concerts and other entertainment not televised on regular tv, he said.

Famous Players Canadian Corp. estimates its investment in the Etobicoke installation with five thousand sets at about $1.25 million. Each box will cost about $100 installed. The company plans no extra financing to cover the initial installation.

"Surveys made in recent weeks show greater interest than we expected," Mr. Fitzgibbons said. "We feel that pay tv will reach the lost theatre audience and will develop a totally new audience. We expect to capture more of the amusement dollar than through the theatres."

Expansion through Franchise • Famous Players will organize companies in various parts of Canada for local Telemeter franchises, will lease franchises to community antenna operators, broadcasting stations and newspapers, providing they meet engineering specifications to give a good picture, he explained.

The first equipment for the Canadian operation is being imported from the U.S., with Guardian Electronics Co., Chicago, making the Telemeter boxes and Jerrold Electronics, Philadelphia, making the studio and other equipment. It is expected that equipment will be made in Canada when the system is successful.

Famous Players operates 376 motion picture theatres in Canada and has substantial interests in CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV French and English language stations in Quebec City, Que.

At a news conference in Hollywood Tuesday, Louis A. Novins, president of International Telemeter Co., reported that the coin box units for the Telemeter system have been in production since October by Guardian Electric. Production is just beginning, he said, estimating that within a month the daily output will be between 75 and 100 units with "at least 10,000 boxes" produced by the end of the year.

Lots of Facilities • "Initial Telemeter systems will be on closed circuit cable facilities," Mr. Novins stated, noting that such facilities are now in wide use in more than 500 community antenna systems in the U.S. and about 200 in Canada, serving "well over a half-million homes." Asked whether this means that Telemeter is planning to begin its pay-tv service in communities presently served by community antenna hookups, Mr. Novins replied that "this is a logical deduction, but is not necessarily correct." There are other factors to be considered, he said.

Paul MacNamara, Telemeter vice president, pointed out that in many cities large apartment buildings have their own master antenna systems which in effect are "vertical community antennas" and could be adapted readily for pay-tv.

Both Telemeter executives stressed that local programs, such as high school sports, local meetings and other civic affairs, will form an important part of pay-tv activities. These will be provided to subscribers without charge, it was stated.

Commercials on Pay-Tv System • Also, Mr. MacNamara pointed to the possibility that during the daytime hours the pay-tv wire systems may operate on a commercial basis, like community tv stations, providing local programs without charge to subscribers, accompanied by advertising from local merchants. National advertisers are interested, too, he said, as the fixed sample of pay-tv families, whose incomes and other pertinent statistics can be readily obtained, makes them a good test market for both products and commercials.

Telemeter itself will make no investments in pay-tv installations in individual communities, Mr. Novins said. Telemeter's function is to manufacture the coin-box equipment, which it will lease to local franchise holders on a royalty basis. In the U.S. this will amount to about 6% of the monies collected in the coin-boxes, he said. In foreign countries, the pattern varies from country to country. He wouldn't disclose the Canadian set-up beyond saying that Famous Players has the rights to all Canada, not Toronto alone.

Mr. Novins explained Telemeter believes that "under prevailing conditions, the economics of a wire pay tv system offering three channels are much more favorable than a broadcast pay tv system on one channel—certainly during the initial growth stage.

'Time Charges Wasteful' • "On broadcast pay television the system must buy time from a station. Station rates are related to the number of sets in the market. Since only a fraction of these sets can be equipped with pay tv devices in the early stages, time charges are wasteful and prohibitive. On the other hand, with a wire system, cable facilities can be expanded as homes are equipped with pay tv devices."

In addition, he said, the economics of a wire system "permit the continuous rerunning of a program—like a motion picture feature—several times during the day and evening to suit the convenience of the customer. The time charges for broadcasting over the air on this basis would be prohibitive." He continued: "Our analysis of the economic factors indicates that the 'break-even' point on a wire system is substantially below that of a broadcast system. However, at a certain point of saturation in a large market, the economics of a broadcast system can be more favorable. Telemeter's broadcast system is prepared for that eventuality."

Mr. Novins said there is a "permanent place for wire systems in hundreds of communities, regardless of the ultimate advent of broadcast pay television in major markets. The integration of wire with broadcast pay television is a simple matter technically when broadcast pay tv becomes practical."

No Air Test Soon • How soon a broadcast pay-tv test? "We do not

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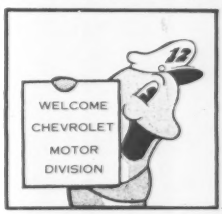

Chevrolet Motor Division of General Motors Corporation has picked Jacksonville for a new distribution and sales facility—its parts warehouse and zone offices will service Florida and Southern Georgia. Jacksonville is proud of the faith that Chevrolet has shown in the State of Florida's Gateway City and its citizens enthusiastically welcome this addition to their rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV

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presently contemplate taking advantage of the authority recently granted by the FCC to conduct 'tests' over the air," Mr. Novins stated. "Instead, we are actually going into business on wire. We plan to expand the very first situation as rapidly as conditions permit." He declined to amplify that statement or to discuss specific localities beyond admitting that the decision as to the first U.S. communities for Telemeter pay tv installations will be made before the end of this year.

Mr. Novins said that Telemeter will help in securing national programming material for its franchise holders at first, as a "pump-priming" operation. Later, he anticipates that the local pay-tv operators, individually or collectively, will buy their national programs from program sources much as theatre operators do today.

He emphasized that local programming is as necessary as national and felt that one of the chief reasons for the failure of the Bartlesville experiment was its dependence entirely on feature motion pictures for programming. "Block booking," with subscribers paying monthly fees in place of per-program admissions and the right to choose what they wanted to see by paying for it, was another chief cause of the collapse of the Bartlesville project, which he said "we never believed was really pay-tv."

A third major fault, he noted, was that the Bartlesville method of operating did not permit any measurement of program audience size. This, he said, is essential to provide incentive for the producer of program material.

Exhibitors May Join • Despite the opposition of many theatre owners and theatre-owning groups to pay-tv, Mr. Novins expressed the belief that theatre operators will become the pay-tv franchisers in many communities. He also stated that the antagonism of motion picture producers toward pay-tv has changed to a favorable attitude, along with the changed economic climate of the picture business in the past five years. He said he has no doubt that an ample supply of feature picture pictures will be available for subscription television.

Philadelphia Story

Headley-Reed welcomes John Blair & Co., as the "second" Major Representative to open an office in Philadelphia.

To correct an erroneous statement in Broadcasting (May 25, 1959) Headley-Reed has been the only major representative with a Philadelphia Office since 1951.

FATES & FORTUNES

Advertisers

• J. H. PICOU, director of marketing research of Atlantic Refining Co., Phila., appointed head of newly-created department of advertising and sales promotion. RICHARD BORDEN named manager of advertising division and E. R. COX JR., sales promotion manager.

• JOHN BRICKER, formerly executive vp of Outdoor Adv., N.Y., joins Colgate-Palmolive Co., that city, as vp of marketing planning.

• LYNDALL F. CARTER, executive vp, William Carter Co. (underclothing), Needham Heights, Mass., elected president, succeeding his father, late HORACE A. CARTER, who died May 2. Other Carter appointments: DAVID FINNIGAN, vp, treasurer, and MANSON H. CARTER, merchandise manager, toddlers' division, named clerk.

• MONROE W. GILL, advertising manager, Mohawk Carpet Mills, N.Y., named manager, public relations, at parent company, Mohasco Industries, Amsterdam, N.Y. WILLIAM C. MCCLUMPHA succeeds him.

• DAVID C. MELNICOFF, business analyst and manager of economic analysis of Pennsylvania Railroad Co., Phila., named director of planning of Fels & Co., that city, effective July 1. Mr. Melnicoff remains director of Fels and member of its finance committee.

• TERRY R. SPEIGHTS resigns as program director-sales of WBKH Hattiesburg, Miss., effective July 1, to become area manager of Curtis Industries, Cleveland (key maker).

Agencies

• WILLIAM T. KAMMERER, assistant to media director, WILLIAM J. KENNEDY, assistant vp and manager, media department, WINSTON W. KIRCHERT and MARTIN J. MURPHY, assistant vps and media group supervisors, elected vps and associate media directors of Ted Bates & Co., N.Y. NORMAN A. CHESTER and BRUCE L. SMALL named assistant vps and media supervisors.

• WILLIAM D. FISHER, formerly vp and radio-tv director, Doherty, Clifford, Steers & Shenfield, N.Y., to Gardner Adv., St. Louis, as vp and broadcast programming director, effective July 15.

MR. CANEVER

• VICTOR W. CANEVER, account executive of D.P. Brother & Co., Detroit, appointed senior vp and member of executive committee. Agency promotions in AC Spark Plug account: Mr. Canever, supervisor; JOHN H. OWEN, creative supervisor; W. NEIL LEWTON, account executive for advertising, and IAN W. BEATON, account executive for merchandising.

• JOHN BOYD, CLIFFORD DILLON, EMILE FRISARD, MURIEL HAYNES, GABRIEL ONDECK and OTTO PROCHAZKA, all vps and assistant creative directors at Compton Adv., N.Y., named creative directors.

• JAMES N. HARVEY, formerly creative group head of McCann-Erickson, N.Y., for Coca-Cola, Oasis cigarettes and Vaseline hair tonic accounts, to Richard K. Manoff, N.Y., as creative director and vp.

• ROBERT J. SULLIVAN, formerly advertising and promotion director, Corinthian Broadcasting Corp. (KOTV [TV] Tulsa, Okla.; WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne, Ind., and KGUL-TV Houston.), N.Y., to Radio Advertising Bureau, that city, as promotion manager. Other RAB appointments: HAROLD S. MEDEN, named assistant to director of promotion; ROBERT F. NIETMAN, and PAT E. RHEAUME, assigned posts of divisional member service managers.

• JAMES M. WOODMAN JR., formerly advertising-marketing director, Lincoln-Continental Div., Ford Motor Co., elected executive vp and director of Peter Finney & Co., Miami.

• WILLIAM H. HORSLEY, board chairman of Pacific National Adv., Seattle, named president of Continental Adv. Agency Network. Other officers: WILLIAM L. SANBORN, vp of Winius-Brandon Co., St. Louis, vp, and ROBERT N. LANDO, president of Lando Adv., Pittsburgh, secretary-treasurer. Executive committee: ROBERT KILGORE, president of Gray & Kilgore, Detroit; ROBERT ARNDT, vp of Arndt, Preston, Chapin, Lamb & Keen, Phila., and C. H. RICHARD, vp of Noyes & Co., Providence, R.I., retiring president.

• WILLIAM CULLENWARD resigns as sales account executive of KFRC-AM-FM San Francisco to reactivate family agency, Eric Cullenward & Assoc., under name of Cullenward & Assoc., effective July 1. Agency will headquarter temporarily at 44 Hermosa Ave. in Oakland, Calif.

• FREDERICK B. SEARS, formerly director of marketing of Prudential Insurance Co. in Los Angeles, to Johnson & Lewis, S.F., as director of research.

• MRS. JANE FIELD, formerly copywriter, Duncan Hines account at Compton Adv., N.Y., to BBDO, that city, as group head, radio-tv copy department, specializing on food account writing.

• EUGENE B. O'BRIEN, assistant manager of marketing research for Texas Co., N.Y., appointed assistant research director of Erwin Wasey, Ruthrauff & Ryan, L.A.

• DON NAYLOR, formerly program director and account executive of WAGA-TV Atlanta, to Burke Dowling Adams, that city, as supervisor of radio-tv production of Delta Air Lines account.

• THORPE E. WRIGHT, formerly vp of William Hart Adler, Chicago, to account management staff of Waldie & Briggs, that city.

• HOWARD F. EICHLER, formerly news staffer of *Cincinnati Times-Star*, to Farson, Huff & Northlick, that city, as pr account executive.

• SIDNEY GATHRID transferred from N.W. Ayer & Son's New York office to Hollywood radio-tv office to start duties as program supervisor of *Bat Masterson* tv series, seen over NBC-TV.

• HARRY W. HEPNER, Syracuse U., elected national dean of American Academy of Advertising, national organization of advertising educators and practitioners. Other national officers: BILLY I. ROSS, U. of Houston, associate dean; FRANK McCABE, Brown U., registrar, and GEORGE T. CLARKE, New York U., bursar.

• CARL H. SIGLER, formerly vp and account executive of Gordon Best Co., Chicago, joins Wentzel & Fluge, that city, previously known as Wentzel, Wainwright, Poister & Poore, as vp. Other W&F appointments: LESTER LANTZ, vp, executive art director; JON DINTELMAN, formerly with Fulton-Morrissey, Chicago, and RUTH GREEN, formerly with Edward H. Weiss & Co., Chicago, copywriters.

• STAN BACHRACK, formerly with Doyle, Dane, Bernbach, N.Y., has joined Jon M. Ross, L.A., as director of Elaine Terry Fashions account.

• WILLIAM H. WEED, formerly brand manager, toilet goods division of Procter & Gamble, Cincinnati, to Ogilvy, Benson & Mather, N.Y., as account executive.

• JACK A. PARTINGTON JR., formerly associate director, network tv, CBS, to Sullivan, Stauffer, Colwell & Bayles, N.Y., as tv producer.

• PAUL SLATER, formerly account executive of Doherty, Clifford, Steers & Shenfield, N.Y., to Compton Adv., that city, in account section.

• JACK WALLACH, formerly art director, McCann-Erickson, N.Y., to Kenyon & Eckhardt, that city, in similar capacity.

Networks

• DAVID W. TEBET, general program executive of NBC-TV, named to direct expanded operation giving attention to coordination and election of major performing talent. RICHARD A. KELLY, senior unit manager, also becomes manager of casting, talent and contract administration.

• JAMES LARKIN, participant in ABC-TV's management trainee program, named western sales service supervisor for network sales. RIDGE BLACKWELL, ABC-TV station clearance, named sales service representative. He succeeds DAVID APP, who transferred to tv clearance to head interruptions sections.

• FRANK LA TOURETTE, story supervisor and producer of Mark VII Productions, has joined CBS-TV in Hollywood as producer of new 60-minute *The Line-up* programs, replacing JAIME DEL VALLE who produced half-hour *Lineup* series and is moving to another CBS-TV assignment.

Stations

MR. LICHTENSTEIN

• IRV LICHTENSTEIN, formerly director of merchandising and licensing of National Telefilm Assoc., named station manager of WNTA-AM-FM Newark, N.J. SYDNEY KAVALEER, functioning as station and sales manager past several months, will now concentrate on sales.

• LARRY MARKS, formerly associate advertising director, *Diners Club* magazine, N.Y., to WNTA-AM-FM Newark, N.J., as director of advertising.

MR. WRIGHT

• MELVIN B. WRIGHT, station manager of Hawaiian Broadcasting System (KGBM-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Maui), named general manager and sales manager of the Skyline Advertisers' Sales Inc., tv network consisting of KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho, KXLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana, effective July 1. He succeeds C. N. (ROSY) LAYNE, who returns to KID-TV as general manager after year with Skyline.

• JUDITH LAWTON, formerly general

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CBS TAPS 15 FOR VICE PRESIDENT

MR. ATLASS

MR. SHOMO

MR. GEORGE

MR. RUEGG

MR. SCHNEIDER

The appointments of 15 new vice presidents in the CBS Radio division and the CBS Television stations division were announced jointly last Wednesday (June 17) by Arthur Hull Hayes, president of CBS Radio division and Merle S. Jones, president, CBS-TV stations division. The new vice presidents are general managers of CBS-owned radio and tv stations, CBS Radio Spot Sales, CBS-TV Spot Sales, and the director of CBS-TV station services.

The appointees, who add the title of vice president in their respective divisions are: H. Leslie Atlass, general manager of WBBM-TV Chicago; E. G. Shomo, assistant general manager of WBBM Chicago; Clark George, general manager of KNXT (TV) Los Angeles; Fred Ruegg, general manager of KNX Los Angeles and the CBS Radio Pacific Network; John Schneider, general manager of WCAU-TV Philadelphia; Joseph T. Connolly, general manager of WCAU Philadelphia.

Also: Frank Shakespeare Jr., general manager of WCBS-TV New York; Sam J. Slate, general manager of WCBS New York; Eugene B. Wilkey, general manager of KMOX-TV St. Louis; Robert Hyland, general manager of KMOX St. Louis; Thomas Y. Gorman, general manager of WEEI Boston; Maurie E. Webster, general manager of KCBS San Francisco; Harvey Struthers, director of station services for the CBS Television stations division; Bruce Bryant, general manager of CBS-TV Spot Sales and Milton F. Allison, general manager of CBS Radio Spot Sales.

MR. CONNOLLY

MR. SHAKESPEARE

MR. SLATE

MR. WILKEY

MR. HYLAND

MR. GORMAN

MR. WEBSTER

MR. STRUTHERS

MR. BRYANT

MR. ALLISON

manager of KVIT (TV) Santa Fe and program manager of WTRF-TV Wheeling, W. Va., appointed director in charge of sales promotion, advertising and publicity of KFI Los Angeles. JOHN BUONOMO moves from script department as Miss Lawton's assistant.

• JOHN F. GRAHAM, manager, KGVO Missoula, appointed general manager of KOOK Billings, both Montana.

• CHARLES B. LEMIEUX JR., formerly account executive, WRCA, to WINS, both New York, as sales manager.

• HAROLD CRUMP appointed local sales manager of WLAC-TV Nashville, Tenn. Other WLAC-TV appointments: WILLIAM H. WHITE, regional sales manager; JAMES L. HODGE, assistant national sales manager; ERSKIN BONDS and THOMAS ERVIN, local account executives.

• ROBERT E. BUIE, formerly account executive of KDYL-AM-FM Salt Lake City, named general manager of KMUR, that city, replacing GEORGE I. NORMAN JR., resigned to form his own company. Other KMUR appointments: BOB BARNETT, JOHNNY KANALIS, RAY GRAHAM, F. WILLIAM HOUGHTALING and SANDY GILMOUR, staff announcers.

• DAVID GREENE, formerly account executive for fm division of KCMO Broadcasting, Kansas City, appointed executive vp and commercial manager of Telesound Broadcasting Corp., that city. Telesound is applicant for new fm station there, expected to be on air on or before Sept. 1, subject to FCC approval.

MR. NASHICK

• E. ROBERT NASHICK, formerly advertising - promotion manager of KYW-TV Cleveland, named director of advertising and sales promotion of KTLA (TV) Los Angeles, effective June 29. Mr. Nashick was previously promotion manager of WCKT (TV) Miami.

• BJ HAMRICK, formerly in advertising sales department of KCOP (TV) Los Angeles, appointed general sales manager of KDUO-FM Riverside, Calif.

• THOMAS R. NUNAN Jr., manager of WGAL-AM-FM Lancaster, re-elected president of Pennsylvania Associated Press Broadcasters Assn. Other officers: THOMAS PRICE, WBVP Beaver Falls, vp, and JOSEPH SNYDER, Philadelphia AP bureau chief, secretary-treasurer. Directors: ROBERT WILLIAMS, WHLM-AM-FM Bloomsburg; EDWARD SMITH, WCMB Harrisburg; ROBERT HOLLAND, WIIC-TV Pittsburgh; SAMUEL ALTDOERFER, WLAN-AM-FM Lancaster; SAMUEL BOOTH, WCHA Chambersburg, and PAT STANTON, WJMJ Philadelphia.

• ROY MARSH, KASL Newcastle, elected president of Wyoming Assn. of Broadcasters, succeeding WILLIAM GROVE, KFBC-TV Cheyenne, appointed to board. Other officers: MILDRED ERNST, KWRB-TV Thermopolis, vp; BOB BERGER, KTWO-TV Casper, secretary-treasurer, and LARRY BIRLEFFI, KFBC, board member.

• BEN WOLFE, chief engineer of WJZ-TV Baltimore, elected chairman of Institute of Radio Engineers, Baltimore section.

• JERRY WIEDENKELLER, formerly promotion manager of WTVP (TV) Decatur, Ill., to KLZ Denver in similar capacity.

• JERRELL BIRDWELL, traffic manager of KTLA (TV) Los Angeles, promoted to sales service manager.

• RICHARD A. HUBBARD promoted from assistant program director to program director of KSTP-TV Minneapolis-St. Paul. He succeeds DEL FRANKLIN, resigned to join Screen Gems, Kansas City.

• BUCK BROWN, formerly chief engineer of KOKE, to KASE-AM-FM, both Austin, Tex., in similar capacity. WOODROW POPE joins KASE as transmitter engineer.

• JIM HANSEN, formerly air personality of KWSC Pullman, Wash., to KOMO Seattle as farm director. WARREN SAUNDERS, formerly manager of KTIX Seattle, to KOMO as air personality. BRUCE VANDERHOOF, formerly air personality of KGW Portland, Ore., to KOMO in similar capacity.

• HENRY (HANK) BROWN, formerly assistant local news editor, NBC News, and BENNETT LUND, formerly editor for Swedish Broadcasting Corp.'s American desk, join WMGM New York as news supervisors.

• DAVID ALDRICH, formerly account executive of Ketchum, MacLeod & Grove, Pittsburgh, to public relations department of Westinghouse Broadcasting Co., N.Y., as consumer press and special projects representative.

• JOHN MAHAN, production director of WPEN-AM-FM Philadelphia, named executive program producer.

• MONROE BENTON, formerly news editor of WTRY Troy, N.Y., to WROW Albany, N.Y., as news director.

• RICHARD B. BROWN and TOM BATISTA join WJAR-TV Providence, R.I., as assistant directors. Mr. Brown was director of WBZ-TV Boston and Mr. Batista is graduate of Northeast Broadcasting School, Boston.

• ALAN HARTNICK, formerly attorney of MCA-TV Ltd., to Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG [TV] Washington, D.C., and WHK Cleveland), N.Y., as assistant general counsel.

• JOSEPH (PEPE) ARCIGA, public relations executive of KALI Pasadena, appointed merchandising and promotion director as well.

• FRANCIS SCOTT promoted from sales traffic supervisor to account executive on sales staff of WNBQ (TV) Chicago. CHARLES HEDSTROM, operations director, succeeds Mr. Scott as tv sales traffic supervisor.

• ART HUME, air personality of WMUR-TV Manchester, N.H., to WFEA, that city, as account executive.

• ED MCLAUGHLIN, formerly salesman of KTIM San Rafael, Calif., to KEWB Oakland, Calif., as account executive. Other KEWB account executives: JACK BROWN, formerly of KOBY San Francisco; JOHN HUMMER, formerly in sales and advertising promotion of Guittard Chocolate Co., S.F., and BILL GORMAN, formerly of CBS Sales, N.Y.

• JOHN COOLEY, formerly air personality of WEAM Arlington, to WPIK Alexandria, both Virginia, in similar capacity.

• CARL CORDELL, formerly of NBC-TV, N.Y., to WEEK-AM-TV Peoria, Ill., as sportscaster.

• JACK SMITH, formerly with Armed Forces Radio Service, to KONE Reno, Nev., as publicity director. ROLLIE DUBOIS, formerly newscaster of KOLA-TV Reno, to KONE as announcer-salesman.

• CHOLLY BROWN, formerly with Brown's Institute of Air, Minneapolis broadcasting school, to WCEF Parkersburg, W.Va., as air personality.

• EDITH MASON joins program department of WGAN Portland, Me.

• RON CURTIS, formerly program director and chief announcer of WFBL Syracuse, N.Y., to WHEN, that city, as air personality.

• STAN COHEN, merchandising - sales promotion director of WDSU-AM-FM-TV New Orleans, appointed director of program research, WDSU-TV. JILL JACKSON joins WDSU-TV as air personality.

• JACK LIGHTNER, assistant promotion manager of WREX-TV Rockford, Ill., named promotion manager.

• BRUCE R. BEISWENGER, with WROC-TV Rochester, N.Y., since 1950, named chief film editor.

• FOSTER H. BROWN JR., 41, general sales manager of KMOX St. Louis, died June 13 in St. John's Hospital there of cancer. Mr. Brown joined KMOX in 1953 as director of sales promotion, advertising, merchandising and research. He was previously with KXOK St. Louis as promotion director.

• RICHARD ROBERTSON, promotion director of KTVU (TV) San Francisco, has joined KRON-TV that city, as director of sales promotion and merchandising. He succeeds CECIL WEBB, who has moved to station's sales department as account executive.

• AL WALLACE, member of news staff

Profitable Midwest fulltimer in semi-major market. 5KW power. Good moneymaker. Price $342,000 includes $27,000 net quick. Terms available.

Owner-manager opportunity in Southwest. Full-time facility making money. $90,000 price with $35,000 down payment. Balance to be negotiated.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
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EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

of KNIB Seattle since March 1957, promoted to associate news director.

• BILL KENNEALLY, formerly with KTLA (TV) Los Angeles news staff, to news bureau of KFWB, that city.

• DAVE DUGAN, reporter of WCBS New York, and host of station's Peabody-award winning "This Is New York," named manager, spot news coverage.

• TOM MOORE, former conductor of *Ladies Fair* on Columbia Television Pacific Network as early morning show, joins KHJ-TV Los Angeles as air personality.

• DON (WOODY) WOODLAND, dj and sportscaster of KGY Olympia, Wash., has joined KING Seattle as air personality.

• TOM BURKHART, formerly account executive of Ziv Television Film Sales, to WLOS-TV Asheville (N.C.)—Greenville (S.C.)—Spartanburg (S.C.) as regional sales coordinator.

• PAUL LIEBLER, assistant director of WTOP-TV Washington, appointed program director. EDMUND COLBERT, floor director of WTOP-TV, named assistant director.

• C. KENNETH SPICER, 59, assistant secretary and controller of Jefferson Standard Broadcasting Co. (WBT and WBTV [TV], both Charlotte, and WBTW [TV] Florence, S.C.), died June 13 in Charlotte following heart attack. Mr. Spicer joined Jefferson in 1948 as business manager.

• RICHARD JAMISON, formerly news director of KWOS Jefferson City, Mo., to KCMO-AM-FM Kansas City in news department.

• BOB RUSSELL, formerly air personality of KTSA San Antonio, to WAKY Louisville in similar capacity.

• BILL TURNER, formerly assistant program director and production manager of WPSD-TV Paducah, Ky., to WSM-TV Nashville, Tenn., as announcer.

• WAYNE WEST, air personality of KOLN-TV Lincoln, Neb., assumes newly-created position of music director.

• JOSEPH J. WILSON resigns as local news director of WPLA Plant City, Fla.

• JO ANN HINMAN to KWTV (TV) Oklahoma City as weather forecaster.

• GEORGE A. JASKA, formerly with WFDF Flint, Mich., to WJRT (TV), that city, as newsman.

• JOHN CHRISTMAN, formerly news director of WHK-AM-FM Cleveland, to news staff of WEOL-AM-FM Elyria-Lorain, Ohio.

• MRS. LINDA ROBERTSON to KPLR-TV St. Louis as air personality.

• JACK ANDERSON, graduate of Northwest Schools, Portland, Ore., to KBAR Burley, Idaho, as announcer. Other Northwest graduates who have entered broadcasting: RONALD HOLMES and ALFRED ROWE, to KWRB-TV Riverton, Wyo., as announcer-cameramen; DONALD PEARSON to KDIX-TV Dickinson, N.D., as film lab director.

Representatives

MR. DAVIS

• JACK DAVIS, formerly with Stars National, N.Y., and previously manager, McGavren-Quinn's New York office, to Bernard Howard & Co., that city, as executive vp.

• DON M. MCCUTCHEON resigns as program-news director of KBZY Salem, Ore., to become associate with R.G. Lund, station representative, in Portland, Ore.

• H. LESLIE ATLASS JR., formerly director of programming of WIND Chicago and in group that is applicant for ch. 8 in Moline-Rock Island, Ill., appointed to newly-created post of head of program development for Headley-Reed Co., Chicago.

• HUNTER SEABORN BELL JR., formerly special representative of American Security Insurance Co., Atlanta, Ga., to Peters, Griffin, Woodward, that city, as tv account executive.

• BOB JONES, formerly radio salesman, handling major New York agencies at The Branham Co., N.Y., station representative, to Edward Petry & Co., that city, in similar capacity.

• CALVIN P. COPSEY transfers from NBC Radio Spot Sales, western division, San Francisco, to NBC Radio Spot Sales, Chicago.

• DALE W. STEVENS, formerly broadcast time salesman, Everett-McKinney, Chicago, to Robert E. Eastman & Co., that city, on sales staff.

• DOROTHY NICHOLLS, formerly research supervisor of Benton & Bowles, N.Y., to Blair-Tv, that city, on research staff.

• WILLIAM CRUMLEY, formerly vp and assistant to president of Young Television Corp., N.Y., station representative, named to newly-created post of director of marketing and research for Weed Co., N.Y.

Programming

• JOHN PARROTT appointed vp and general manager of newly-formed Dearborn Div. of Wilding Inc., film and sales promotion firm, with headquarters in Detroit, Mich. Division replaces Wilding-Henderson, Detroit subsidiary now incorporated into parent company. CHARLES DENNIS named production chief, directing motion picture and other production studio facilities. DEAN COFFIN heads Wilding's Great Lakes Div., serving large corporations.

• HENRY J. ZITTAU, secretary and treasurer of United Artists Associated, N.Y., elected vp and treasurer. Other newly-elected vps: HENRY T. SCHOTTENFELD, member of legal department; W. ROBERT RICH, general sales manager, and FRED HYMAN, who adds duties of secretary of UAA.

• W. HAL DAVIS, independent tv producer who packaged and syndicated *Treasures Unlimited*, has joined Regis Films as Eastern sales representative, and will headquarter in New York.

• HARRY ACKERMAN re-elected to third term as president of Los Angeles chapter of Academy of Television Arts & Sciences. Other officers: FRED DE CORDOVA (re-elected) first vp; LOUIS F. EDELMAN, second vp; JUNE LOCKHART (re-elected), secretary, and FRED W. BERGER, treasurer. Local board members: LES BOWMAN, chief engineer, CBS-TV; WENDELL COREY, actor; SANDY CUMMINGS, vp, ABC, GAIL PATRICK JACKSON, producer; RALPH NELSON, director; ROD SERLING, writer, and LESTER SHORR, cinematographer..

• IRV KUPCINET, *Chicago Sun-Times* columnist, re-elected president of Chicago chapter of Academy of Television Arts & Sciences. Other officers re-elected: FRANK ATLASS, WBBM-TV, vp; ALEX DREIER, NBC, second vp; NED E. WILLIAMS, Chicago Unlimited, secretary, and DICK REINAUER, American Medical Assn., treasurer. New board members: ROBERT CUNNINGHAM, Chicago Assn. of Commerce & Industry; JANE DALY, formerly with Earle Ludgin & Co.; JACK BRICKHOUSE, WGN-AM-TV; JAMES L. STIRTON, MCA; JOHN E. MOSMAN, J. Walter Thompson Co.; FRED NILES, Fred Niles Productions; SHELDON COOPER, WGN-TV, and DON MEIER, Chicago Assn. of Commerce & Industry.

• CLAY YURDIN, 40, director, Production Alliance of New York, died June 15 following heart attack at his hotel in Fort Lauderdale, Fla. Mr. Yurdin was in Florida to direct telecasting of "Mrs. America" contest. He directed CBS-TV's *Camera Three* from 1956-58.

Conelrad congratulations • FCC Comr. Robert E. Lee (c) congratulates Harold L. Neal Jr. (r), vice president of WXYZ-AM-FM Detroit, upon his appointment as chairman of the Michigan Industrial Advisory Committee for Conelrad. Mr. Neal's committee will serve as liaison between civil defense authorities and the broadcasting industry. At left is Ralph Sheehan, state civil defense director.

and previously was director for ABC, Hollywood.

• GEORGE REEVES, 45, who played title role in *Superman*, syndicated tv series, died June 16 in his Hollywood home of self-inflicted bullet wound. Mr. Reeves also had supporting roles in many films, among them "Gone With the Wind" and "From Here to Eternity."

• JAMES THRASH, formerly account executive, CBS-TV Spot Sales' Chicago office, to CBS Films, Atlanta, Ga., as manager of that office. He replaces JAMES H. MCCORMICK, recently transferred to New York as account supervisor.

• CHARLES R. HUNT, formerly sales director, Fordel Films Co., N.Y., to Sound Masters, that city, in similar capacity.

• FRED BRISKIN, production executive of Screen Gems, Hollywood, becomes head of his own production company there which has entered into long-term financing and releasing arrangement with SG. Mr. Briskin will remain temporarily as vp of Briskin Productions and as production executive of SG until replacement arrangements can be determined.

• JOHN CAMERON, formerly in sales department, Ziv-TV, N.Y., to MCA-TV film syndication division, as sales executive, representing Baltimore-Philadelphia-Washington area. WILLIAM D. MACGAREGILL, formerly in sales department of WILD Boston, joins MCA as sales executive, New England territory.

• GEORGE FABER, formerly midwest manager, CBS Newsfilm, to CBS Films, Hollywood, as manager of publicity, effective July 20.

• ANTHONY EISLEY signed to long-term contract by Warner Bros. and set for starring role as Tracy Steele, private investigator, in Warner's new hour-long tv series, *Hawaiian Eye*, debuting over ABC-TV this fall.

Equipment & Engineering

• WILBERT E. STEVENSON, president and director of Machlett Labs, Springdale, Conn., subsidiary of Raytheon Co., Waltham, Mass., elected vp of Raytheon.

• RICHARD W. GRIFFITHS, formerly director of component marketing of Servomechanisms, Hawthorne, Calif., appointed general sales manager of semiconductor division, Hoffman Electronics Corp., L.A., succeeding HENRY F. SCHOEMEHL, promoted to director of product marketing for division's Evanston, Ill., plant. Mr. Griffiths will headquarter at new El Monte, Calif., plant when completed in fall.

• COL. W. J. BAIRD (USA, ret.) appointed general manager of Armed Forces Communications & Electronics Assn., Washington, D.C. Col. Baird will remain editor of *Signal*, monthly AFCEA journal.

MR. OLVERSON

• JOHN B. OLVERSON, Washington attorney with U.S. Chamber of Commerce past four years, appointed general counsel of Electronic Industries Assn., Washington.

• J.C. MCELROY appointed director of development of Cedar Rapids Div. of Collins Radio Co. Other division appointments: DR. R.L. MCCREARY, director of research and W.W. ROODHOUSE, director of sales. sales.

• HAL V. MILLER, formerly product engineer, National Scientific Labs, Washington, D.C., to technical products division, Packard Bell Electronics Corp., Redbank, N.J., as liaison engineer.

Allied Fields

• WILLIAM A. WOOD, assistant professor, Graduate School of Journalism,

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

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HOTEL IN HEART OF CHICAGO ADVERTISING

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UNIQUE FEATURES OF EXECUTIVE HOUSE

• Drive-in Garage
• Direct Dialing from Room Phone
• Private Sun Terrace
• Free Stock Market Quotations

Send for colorful brochure Executive House

Department B, 71 E. Wacker Drive, Chicago 1
Financial 6-7100 • A. M. Quarles, General Manager

Columbia U., named director of university's radio-tv office, effective July 1. He succeeds LEON LEVINE, who organized office in 1953, and has resigned to devote himself to non-university commitments.

• FLOYD D. YOUNG, 68, whose nightly broadcasts of frost warnings for fruit growers made his voice one of best known on Pacific coast, died June 16 of cancer in La Jolla, Calif.

• CAROL WALKER, formerly model for Hartford Agency in Paris and Rome, named administrative assistant, charge of promotion, in agency's New York office.

Government

• WILLIAM H. WATKINS, who joined FCC in 1946 and most recently served as engineering assistant to Comr. T.A.M. Craven, named assistant chief engineer in charge of frequency allocation and treaty division, office of Commission chief engineer, succeeding ALBERT L. MCINTOSH, retired. GEORGE K. ASHENDEN JR., with FCC since 1941, most recently as reviewing engineer in office of opinions and review, appointed engineering assistant to Comr. Craven.

International

• ROBERT M. CAMPBELL, formerly general manager of J. Walter Thompson Co., Toronto, Ont., to director of advertising for Rembrandt-Rothman Group of Companies, Toronto (cigarettes), branch of British firm.

• C. W. MCQUILLIN, formerly radio-tv director of Cockfield, Brown & Co. Ltd., Toronto, Ont., to executive vp and chairman of agency's Toronto marketing plan board. MURRAY TURNER, vp in charge of Winnipeg, Man., office, to vp and manager of Toronto office.

• E. E. FITZGIBBONS, general manager of CKCO-TV Kitchener, Ont., to executive director. W. D. MCGREGOR, operations manager, becomes general manager.

PLAYBACK QUOTES WORTH REPEATING

Constructive criticism

When accepting the Dr. Lee de Forest Award of the National Assn. for Better Radio and Television (BROADCASTING, *May 25) Clark B. George, general manager, KNXT (TV) Los Angeles, called for public support of quality programming:*

Television today is one of the most written-about and analyzed segments of our society. No thoughtful person within our industry would have it any other way. We welcome constructive criticism and respond to it. For along with audience surveys and letters, criticism by and in the press provides a useful guide on how the image of television can be shaped to better serve the interests of its audience . . .

Although the average person watches television two-and-a-half hours a day, the seven Los Angeles television stations are on the air for a combined total of 114 hours a day. This means the average viewer actually sees less than 2% of the 114 hours that are available to him. It appears obvious then, that such a volume of programs would permit the individual viewer absolute freedom of choice. Indeed, the endless variety from which to choose provides something of a challenge to the individual viewer.

And yet, this very fact is the cause for our concern. Since the average viewer misses 98% of the programs aired on television, his general attitude toward the medium is molded to a great extent by what he reads. Therefore, I believe the television industry would be aided in its work to improve itself if the critics of our medium would spend more time and space reminding viewers about the thousands of hours of news, cultural and informational programs telecast every week of the year. Thus, by devoting more effort to telling people of the good programming, and encouraging people to view our Hamlets, our Bernstein musicals and the like, the ratings for such shows would be higher which, in turn, would mean more advertisers could afford to sponsor this high type of programming.

For despite the high cost of television and the problems of making financial ends meet that are far, far greater than press or viewers could possibly appreciate, we produce far more unsponsored public affairs programs than could possibly be justified by their ratings. Why? Because we feel it is the medium's responsibility. Because such shows are essential to balanced programming. Because television is a mass communications medium and thus must provide programs for every taste.

Down on the farm

In an address at the third annual Potts Woodbury Radio-Tv Farm Clinic in Kansas City,, William J. Brewer, executive of the Kansas City agency, had several suggestions on how stations could realize more advertising revenue from their farm programming:

. . . Too often the station rep arms himself too lightly with the type of specific information which helps us best in evaluating stations, programs and station personnel. Therefore, as a suggestion to all those who have the responsibility of selling advertisers and agencies, I would recommend serious consideration of the following points:

1. Develop comprehensive information, thoroughly detailing the aim and the content of each individual farm program on each station.

2. If a farm director is a key part of farm programming, give us full details on his background, his experience, commercial, as well as community activities.

3. If a market broadcast is involved, tell us specifically what markets are being covered. . . . Are they livestock markets, are they commodity markets, are they poultry markets? This is particularly important because many times the advertiser is interested in reaching those who are interested in a specific market . . . So you can see when a salesman writes or calls and says the availability is adjacent to markets we must know specifically *what* markets.

You are going to hear a great deal on the subject of research as it relates to the farm market, and the necessity of wider acceptable studies in this field. . . . The industry must do more in this specific field if we are to continue to be successful in bringing new farm advertising money into broadcast media.

PRICE
QUALITY
DEPENDABILITY
. . . make the DIFFERENCE!
TOWERS FOR ALL COMMUNICATION PURPOSES
TOWER CONSTRUCTION CO.
2723 Hawkeye Drive
SIOUX CITY, IOWA
Write for Free 92 Page Book!

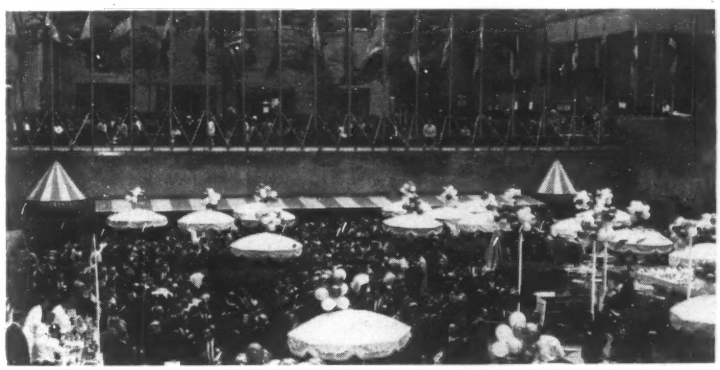
Timepushing—Rockefeller style

More than 800 New York agency and broadcasting executives were treated to a blow-out in Rockefeller Center's famed skating rink last Tuesday evening (June 16) by the new Westinghouse-owned tv and radio station representative firms—TvAR (Television Advertising Representatives) and Am Radio Sales. Countless natives and tourists viewed the proceedings from vantages along Rockefeller Plaza sidewalks above.

The gala began at 5 p.m.; the last stragglers were shooed out at 11:30. In the meantime they had consumed 250 bottles of booze (5,000 drinks by the caterer's standard) 8,000 hors d'oeuvres, come away with or busted 2,000 balloons, and mingled with such celebrities as Lisa Kirk, Tina Louise, Johnny Carson, Alan Dale, Connie Francis, Gretchen Wyler, Eddie Hodges—and an occasional TvAR-Am Radio salesman. Some of the music was supplied by Madison Avenue's Many-Splendored Stompers, headed by Grey Adv.'s Hal Davis. (At right, Grey's assistant to the president teams with Marie Janis, casting director for Cunningham & Walsh, to interpret an original composition on timebuying.)

As a peace offering to wives at home, each departing guest was given a bottle of D'Orsay Cologne, accompanied by a note beginning, "No matter when I get home tonight, please be kind. It was for a good cause. . . ." It closed with a P.S. listing the eight WBC markets as a memory-refresher for husbands who would "tell you more about it in the morning."

Westinghouse's morning-after bill: something over $6,000. And cheap at that, say the rep firms—they figure it costs $17 per sales call to reach buyers individually.



TOURIST'S-EYE VIEW OF THE NEW YORK AGENCY CROWD

Mass wining and dining cheaper than sales calls: Westinghouse

TIMEBUYING BLUES

Hal Davis-Marie Janis duet

• Drumbeats

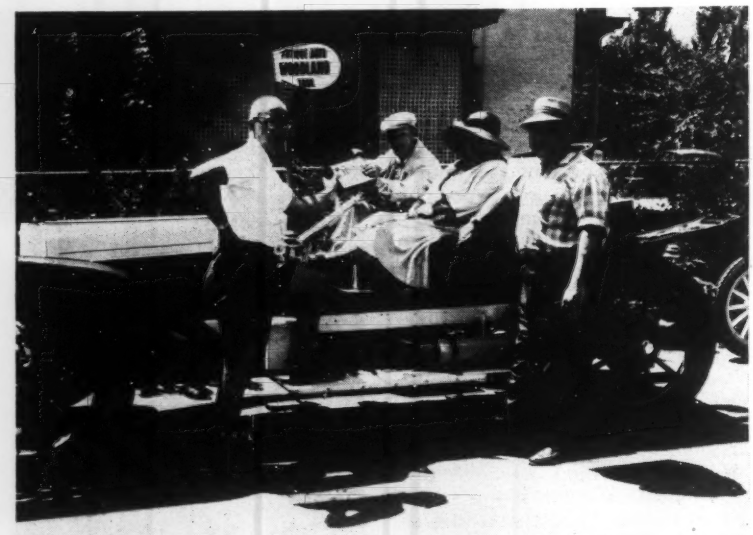
• The *Pittsburgh Album,* commemorating the city's bicentennial, has gone into a second printing. The picture book is co-sponsored by the *Pittsburgh Post-Gazette* and its radio station WWSW, with WIIC (TV) (partly owned by the *Post-Gazette)* and the Herbick & Held Printing Co. Proceeds from the book's sale go to the Historical Society of Western Pennsylvania.

• Michael Wynne-Willson has booked overflow sponsors from his daily noontime *Music and Michael* program over WESX Salem, Mass., into an English music hall show. One of the listener promotions is a printed theatre-type program. Sponsors are credited as in a playbill, *e.g.,* "jewelry by Daniel Low, chocolates by Stowaway Sweets, champagne by S.S. Pierce, etc." The *Music Hall* flyers go to motels, hotels, restaurants and other public places on the North Shore.

• KOOL-TV Phoenix, Ariz., telecast an appeal to 170 mile-away Blythe, Calif., for viewers there to take advantage of free polio shots. On June 3, 353 shots were given. On June 4, the day of KOOL-TV's appeal, 1,142 polio shots were administered.

• Paramount Pictures Corp. is using heavy radio promotion of the "Matinee Teen-Preem party to be staged June 30, when "The Five Pennies" movie opens at Los Angeles' Fox Wilshire Theatre. KMPC will move Ira Cook's entire 10 a.m.-2 p.m. disc jockey program to the lobby of the theatre that day; KPOP's Art Laboe will broadcast the daytime premiere at 1-1:30 p.m. following broadcast interviews and album selections from the picture's score; KLAC's Biff Colly has also scheduled a two-hour program of the Teen-Preem, at which about 100 teenage stars and favorite performers will make personal appearances. Radio coverage was arranged by Sherman & Pam, Hollywood.

• WHAS-AM-TV Louisville, Ky., sprang a surprise on a schoolteacher visiting the studios with her class. She was clocked in as the millionth visitor since 1949. The stations occupied present quarters in 1949. Her reward: an 11-day trip for two to Mexico City. Radio and tv audiences sent in 30,378 guesses as to when the millionth guest would arrive. The winner got a dollar for each of WHAS' 840 kilocycles. Eleven others (WHAS-TV is on ch. 11)



Winner in WOODland • This 1908 Pierce-Arrow automobile was one of 96 of early vintage in the fifth annual WOOD-AM-TV Grand Rapids, Mich., antique auto tour. Willard Schroeder, president-general manager, is pictured giving the car's owners, Mr. and Mrs. Carl Sellner, a portable radio for finishing the 160-mile, two-day tour. Weston C. Pullen Jr., executive vice president of TLF Broadcasters Inc. (stations' owner), looks on.

got portable tv sets as their prizes.

• When KYW-TV Cleveland premiered its *Eye Witness News* pictorial concept, the station set up a giant telescope in the city's Public Square. Peeking pedestrians got a look at a promotional slide placed inside the scope.

• The Junior Achievement (commercial training for teenagers) program of WOOD-TV Grand Rapids, Mich., has won a national Junior Achievement Cos. award. JATV Productions was organized by the teenagers, using WOOD-TV facilities. They produced *Here's Youth*, 20 weekly programs of high school news, activities and interviews. JA members handled all facets of production except technical and sold the product to 43 sponsors.

• Seasonal sales slogan of WAMS Wilmington, Del.: "Sell 'Em While They're Hot."

• WTAC Flint, Mich., is helping students find summer employment by broadcasting free announcements naming youngsters who need work. Each day the station selects a different student to receive on-the-air plugs.

• "Lucky WCKR [Miami] Stop Signs" are placed daily under regular stop signs. The first person who telephones the station after 6 p.m. informing WCKR of the stop sign's location wins $6.10 (610 kc is WCKR's frequency). The traffic safety promotion was instrumental in winning the Greater Miami Insurance Board (one of the contest's sponsors) a statewide award. WCKR receives 30-40 calls daily in connection with the promotion.

Facilities at work

KNX Los Angeles believes in keeping its premises as well as its personnel busy to inform and entertain the citizenry. For two weeks this spring an ice rink occupied space in the plaza of Columbia Square (KNX is a CBS-owned radio station). Each afternoon Bob Crane, early morning personality at the station, conducted a skating contest whose winners joined him in a special appearance at the Ice Capades during its stay in L.A.

Meanwhile, back in the lobby of the building, KNX was holding a Youth Science Fair, comprising a score or more of exhibits constructed by students of Southern California high schools and junior highs, four of whom received U.S. Savings Bonds from the station for outstanding displays. The KNX science project got high commendation from military and academic quarters.

Both lobby and plaza were idle for a week. Then they were filled with a spectacular display of missiles, space ships and satellites for the station's second Armed Forces Week observance, May 9-17. Why should a radio station spend time and money on visual promotions? KNX regards such use of its quarters as part of its community obligation.

EZY way out

• KEZY Anaheim, Calif., placed "Ezy Street" signs on local signposts to remind listeners of its debut May 17.

Feet beat to 39 doors

A total of 39 sponsors have signed to participate in a traffic-builder promotion plan offered by WJQS Jackson, Miss., according to Lew Heilbroner, station general manager. Total gross for the eight-week package amounts to $7,800. The sponsors' customers may register daily, at no charge, for WJQS' "Dream Vacation," core of the traffic-building plan. One winner at the conclusion of the contest on July 30 will receive all the prizes, including a 1959 Chevrolet station wagon, a 14-foot boat and trailer with an 18-hp Evinrude motor, a week's vacation for two at a resort on the Gulf Coast and $200 in cash. WJQS negotiated trade deal for the boat, trailer, motor and resort accommodations.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Beasts assume promotion burden

It's hard to tell station promoter from zookeeper or gamehunter these days, as broadcasters celebrate the return of fine weather. Elephants, camels, horses and bears, both dead and alive, all have figured in June promotions around the country.

WEOL-AM-FM Elyria-Lorain, Ohio, equipped an elephant for a remote broadcast. Disc jockey Dick Conrad donned a turban and rode the beast in the rain downtown, broadcasting his regular show and promoting his station's "Big Sound."

Jean Loach of WXYZ-TV Detroit also mounted a pachyderm one day to do her 15-minute show, *Jean's Notebook*. They performed on the studio grounds.

Tulsa's radio and tv stations took advantage of the city's annual Horse Show to stage a camel race for charity. The winner: Johnny Ryan, program director of KVOO, on a dromedary named Margaret Truman.

After the sheriff of King County, Washington, caught and skinned an outlaw bear of Carkeek Park, KOMO Seattle staged a big bear-burger party. The station broadcast ceremonies turning over the bearskin to the British government for Buckingham Palace guards' Busby hats and KOMO disc jockeys served up more than 600 bear-burgers.

Another more fortunate bear is getting a ride to Washington, D.C., courtesy of a Capital station. The U.S. Fish & Wildlife Service found a three-month-old Polar cub in Alaska for the Washington National Zoo, but Uncle Sam couldn't pay the freight. WMAL Washington stepped in and paid the air fare.

"Helldorado" in Las Vegas is an annual excuse to put on western duds and celebrate. For Vegas station KENO it was an excuse to attract attention by covering the celebration on horseback. Bob Salter and Glen Bryan each did a three-hour stint in the saddle, sending the signal from horse to mobile broadcast unit to station.

MARGARET TRUMAN
Fleetest on the Tulsa plain

CBC decides to try jingles

For the first time the Canadian Broadcasting Corp. has commissioned promotion jingles for use on its 30-station Trans-Canada radio network. The jingles will promote the new *Tommy Hunter Show*, half-hour early afternoon Monday-Friday show. CBC will expand use of jingles if they are found successful. Bobby Gimby, Toronto musician, was commissioned to do the jingles.

100,000 enter WLOL contest

Entries in the WLOL Minneapolis "Hold That Hit" contest approached 100,000 in its third week, the station reports. Contestants submit their names to the station which by phone each day ask 10 to name the tune being broadcast. A correct reply wins a merchandise certificate courtesy of Red Owl, a local supermarket. The listener is then eligible to guess at WLOL's "Mystery Tune" for the grand prize of a new automobile. The contest is credited with increasing traffic in the supermarkets.

Wear 'n' wash on WICS (TV)

When Warren King, commercial manager of WICS (TV) Springfield, Ill., advised the B&F Toggery Co. to take a plunge into tv, the co-owners of the clothing firm took him literally.

Store owners Ted Budberg and Larry Fisherkeller decided to dramatize a new line of wash suits by being telecast live hopping into a thousand-gallon tank of water. "The people still kid us about getting into the swim," Mr. Budberg reported, but the commercial sold "a lot of suits."

Trailer out in front

WITH Baltimore used its big studio trailer to swing a long-term contract in the tough-to-negotiate department store field. Last Saturday (June 20) the mobile unit made its first all-day stand at one of the shopping center locations of Hochschild, Kohn & Co. Each succeeding Saturday the studio will be parked at a different Hochschild's branch, broadcasting live from 10 a.m. to 8 p.m. The 35-ft. trailer has a marquee and display space.

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Station Authorizations, Applications

As Compiled by BROADCASTING

June 11 through June 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

APPLICATION

WAFB-TV Baton Rouge, La.—Cp to change frequency from ch. 28, 554-560 mc to ch. 9, 186-192 mc; ERP from vis. 182 kw, aur. 97.7 kw to vis. 316 kw, aur. 158 kw; change trans. location from 844 Government St., Baton Rouge, La. to Pleasant Grove Church Road, near Zachary, La., change trans.-ant. system and ant. height above average terrain to 780.2 feet. Ann. June 17.

Translators

ACTIONS BY FCC

Television Improvement Assn., Ukiah, Calif.—Granted cp for new tv translator station on ch. 72 to translate programs of KGO-TV (ch. 7), San Francisco. Ann. June 17.

La Barge Community TV, Inc., La Barge, Wyo.—Granted cps to replace expired permits for two tv translator stations on ch. 72 (K72AS) and ch. 81 (K81AB) to translate programs of KTVT (TV) (ch. 4) and KUTV (TV) (ch. 2). Salt Lake City. Ann. June 17.

New Am Stations

ACTIONS BY FCC

Hamden, Conn.—Vincent De Laurentis—Granted 1220 kc. 250 w D. P.O. address Avon Drive, Orange, Conn. Estimated construction cost $30,116, first year operating cost $65,000, revenue $72,500. **Mr. De Laurentis** is sole owner. He is 5% owner of WHAY New Britain, Conn., to be disposed upon grant of this cp. Ann. June 17.

Westbrook, Me.—Westbrook Bcstg. Co. Granted 1440 kc, 5 kw D. P.O. address 841 Main St. Estimated construction cost $20,291, first year operating cost $42,300, revenue $51,000. Principals include **Jacob Agger** (66%), and **Philip G. Willard** (29%), Portland attorneys. Ann. June 17.

Blaine, Wash.—George A. Wilson and L. N. Ostrander d/b Birch Bay Bcstg. Co. Granted 550 kc, 500 w D. P.O. address Bank Bldg., Kirkland, Wash. Estimated construction cost $42,604, first year operating cost $42,850, revenue $57,800. Mr. Ostrander is 50% owner-general partner, KNBX Kirkland, Wash. Mr. Wilson is general manager of KNBX. Ann. June 17.

APPLICATIONS

Shippensburg, Pa.—Town Radio Inc. 1480 kc, 500 w D. P.O. address 619 Colorado Bldg., Washington 5, D.C. Estimated construction cost $17,620, first year operating cost $25,000, revenue $30,000. Principals are **M. Robert Rogers** (51%), **Glenn Winter** (39%) and **William P. Bernton** (10%). Mr. Rogers is former manager and part-owner WGMS-AM-FM Washington, D.C. Mr. Winter is chief engineer WNOW-AM-FM-TV York, Pa. Mr. Bernton is Washington attorney. Ann. June 16.

Spokane, Wash.—Independent Bcstg. Co. 1440 kc, 5 kw. P.O. address % Harvey Erickson, attorney; Spokane & Eastern Bldg., Spokane. Estimated construction cost $40,275, first year operating cost $72,000, revenue $95,000. Principals are **William E. Shela** and **Warren J. Durham**, 50% each, who own KLOQ Yakima, Wash. Ann. June 17.

Existing Am Stations

ACTION BY FCC

WWGS Tifton, Ga.—Granted change on 1430 kc from 5 kw, D, to 1 kw-N, 5 kw-D, DA-N; engineering conditions. Ann. June 17.

APPLICATIONS

WWCO Waterbury, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 11.

WSPB Sarasota, Fla.—Amendment to application for cp (which authorized increase in daytime power from 250 w to 500 w; changes in ant. system & new trans.) to increase daytime power to 1 kw; change type trans. and delete request to make changes in ant. system. (1450 kc). Ann. June 17.

WCLS Columbus, Ga.—Cp to change hours of operation to unl. using power of 1 kw night & day; change ant.-trans. location; install DA-N and new ground system. (1580 kc). Ann. June 17.

WLAG LaGrange, Ga.—Cp to increase day power from 250 w to 1 kw; install new trans. (1240 kc). Ann. June 17.

WJPF Herrin, Ill.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. June 17.

WCVS Springfield, Ill.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. June 15.

WGVM Greenville, Miss.—Cp to increase power from 1 kw to 5 kw; install new trans. (1620 kc). Ann. June 17.

KENM Portales, N.M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 12.

WKAL Rome, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 12.

WLAS Jacksonville, N.C.—Cp to increase power from 1 kw to 5 kw; install new trans. (910 kc). Ann. June 17.

WCLW Mansfield, Ohio—Cp to increase power from 250 w to 1 kw, make changes in directional ant. and ground systems and delete remote control operation of trans. (1570 kc). Ann June 16.

WMOA Marietta, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. Request waiver of Sec. 1.106 (b) (1), 1.354 (c) and 1.361 (b) of Commission rules. Request waiver of 309 (b) notification. (1490 kc). Ann. June 11.

KMHT Marshall, Tex.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. June 17.

New Fm Stations

ACTION BY FCC

Baltimore, Md.—John B. Reynolds. Granted 95.1 kc, 20 kw. P.O. address 902 Marsh Rd. Wilmington, Del. Estimated construction cost $35,700, first year operating cost $25,000, revenue $30,000. Mr. Reynolds owns WJBR (FM) Wilmington. Ann. June 17.

Existing Fm Stations

APPLICATION

KPSR (FM) Palm Springs, Calif.—Mod. of cp to change frequency from 92.1 mc to 100.7 mc, increase ERP to 4 kw and make changes in transmitting equipment. Ann. June 12.

Ownership Changes

ACTIONS BY FCC

WBGC Chipley, Fla.—Granted assignment of license from **Edward C. Allmon** to **John Sanders**; consideration $37,500 and lease of real estate for 10 years at $150 per month with option to buy during first 8 years for $12,500. Ann. June 17.

WCNH Quincy, Fla.—Granted assignment of license to **Big Bend Bcstg. Corp. (William S. and Dorothy C. Dodson)**; consideration $90,000. Ann. June 17.

WWTB Tampa, Fla.—Added condition to May 6 grant of assignment of license and cp from **W. Walter Tison** to **WPIT Inc.** that **Allen H. Berkman** dispose of his interest in one of his am stations within 90 days after consummation of WWTB assignment. Ann. June 15.

KBRV Soda Springs, Idaho—Granted transfer of control from **Robert L. Montgomery**, et al., to **Glen S.** and **Wendell P. Marshall** (now 20% owners); consideration $4,000 for remaining 80% interest. Ann. June 17.

WFAM-TV Lafayette, Ind.—Granted (1) assignment of license on ch. 59 and cp for ch. 18 to **Sarkes Tarzian, Inc.** (WTTS-AM-FM-TV Bloomington, WPTA-TV Roanoke, and fm station in Fort Wayne, Ind.); and (2) extension of completion date to 90 days after consummation of assignment; consideration $65,000. Ann. June 17.

WHRV Ann Arbor, Mich.—Granted assignment of license to **Zanesville Publishing Co.** (WTAP-TV Parkersburg, W. Va., and majority interest in WHIZ-AM-TV Zanesville, Ohio); consideration $300,000. Ann. June 17.

KXII (TV) Ardmore, Okla.—Granted assignment of cp to **Texoma Bcstrs. Inc.** (KWTX Bcstg. Co., majority stockholder, owns KWTX-AM-TV Waco, and 50% owner of KBTX-TV Bryan, Tex.); consideration $141,666. Ann. June 17.

KVAS Astoria, Ore.—Granted acquisition of positive control by **William Tracy Moore** through purchase of 50% interest from **T. R. Williams** for $20,000, thereby increasing Mr. Moore's holdings to 83.34%. Ann. June 17.

WBUT-AM-FM Butler, Pa.—Granted assignment of licenses from **J. Patrick Beacom** to **WBUT Inc.** (Mr. Beacom, president, owns WJPB-TV Fairmont, W.Va., and WVVW Grafton, W.Va.; James S. Beattie, vp, owns WPTX Lexington Park, Md.); consideration $121,500 plus agreement not to compete in radio business within 25 miles of Butler for five years. Ann. June 17.

KBUS Mexia, Tex.—Granted assignment of license from **J. B. McNutt Jr.** to **Mexia Bcstg. Inc. (Thomas R. Elkins**, president); consideration $42,500. Ann. June 17.

KVI Seattle, Wash.—Granted transfer of control from **Laura M. Doernbecher, Vernice Irwin**, trustee and **Dorothy D. Butler**, trustee to **Golden West Bcstrs.** (KMPC Los Angeles, and KSFO San Francisco); 51% of transferee is owned by **Melody Ranch Enterprises Inc.**, owned 100% by **Gene Autry** (interest in KOOL-AM-TV Phoenix, and KOLD-AM-TV Tucson, Ariz.); consideration $770,000. Ann. June 17.

APPLICATIONS

KMYC-AM-FM Marysville, Calif.—Seeks transfer of control of **Marysville-Yuba City Bcstrs. Inc.** from **Horace E. Thomas, Georgia L. Thomas** and **Chastain Freeman** to **Carlton Bcstg. Corp.** for $200,000. Purchasers are **Barbton Inc.**, 50%; **Carroll V. Hansen, William O'Callahan** and **Ruth O'C. Hansen**, one-sixth each. Mr. Hansen is program coordinator of CBS o&o stations. Barbton Inc. is radio-tv program production firm owned by John Sexton Trust. Mr. Sexton is radio personality Jack Sterling of WCBS New York. Ann. June 12.

WKKO Cocoa, Fla.—Seeks assignment of license from **John B. Cook Jr.** to **WKKO Radio Inc.** for $210,000. Principals are **Marvin L. Rothschild** (49%) and **Benjamin Rothschild** (49%). Marvin Rothschild is sales manager WHOO Orlando, Fla., and Benjamin Rothschild is sales manager New York clothing manufacturer. Ann. June 16.

WTNT Jacksonville, Fla.—Seeks transfer of control of 50% of **Tallahassee Appliance Corp.** from **Emanuel Joanos** to **F. W. Hazelton** (present 50% owner) for approximately $40,000. Ann. June 12.

WYTH Madison, Ga.—Seeks assignment of license from **Madison Bcstg. Co. (Henry W. Lanham, Mrs. Robert R. Lanham** and **Dr. Thomas P. Mahan)** to **Central Georgia Bcstg. Co. (James F.** and **Annie Lee Small)** for $37,000. Mrs. Small is employe WCSC Charleston, S.C. Mr. Small is employe Charleston & Western Carolina Railway. Ann. June 12.

KVNI Coeur d'Alene, Idaho—Seeks assignment of license from **The Rexard Co.** (a partnership) to **The Rexard Co.** (a corporation), both owned by **Rex Koury** and **Howard Flynn.** No consideration involved. Ann. June 12.

WJPF Herrin, Ill.—Seeks transfer of control of **Egyptian Broadcasting Inc.** from **Maybelle J. Lyerla** (99.6%) to **Charles R. Cook** for $80,000. Mr. Cook is general manager of WJPF. Ann. June 17.

WCAT Orange, Mass.—Seeks transfer of control of **Millers River Bcstg. Corp.** from **James W. Miller, Delbert A. Witty, Theodore Converse, J. Charles Croucher** and **Roy F. Cooke** to **William R. Sweeney** for $65,000. Mr. Sweeney owns WBNC Conway, N.H. Ann. June 16.

WDDT Greenville, Miss.—Seeks assignment of license from **WDDT Radio Co. (John T. Gibson** and **William Hodding)** to **Clearwater Bcstg. Corp.**, which is owned by Messrs. Gibson and Hodding. No consideration involved. Clearwater is licensee of WDCL Tarpon Springs, Fla. Ann. June 12.

KARA Albuquerque, N.M.—Seeks assign-

ment of cp from **Tara Bcstg. Corp.** to **KARA** Inc. for $15,000. Principals of KARA Inc. are **Nickolas W. White** (51%); **Walter J. Stiles** (21.25%), and others. Mr. White is in real estate and is general contractor. Mr. Stiles is electronics sales engineer. Ann. June 16.

KGSR Santa Rose, N.M. — Seeks assignment of cp from **Joseph S. Lodato** to **Jim H. Speck** for $2,194. Mr. Speck is broadcast sales engineer for Collins Radio Co. Ann. June 12.

WSRW Hillsboro, Ohio—Seeks assignment of license from **David Winslow** to **Tom Archibald** and **Mack Sauer** (50% each) for $40,000. Mr. Archibald is Church of Christ minister and Mr. Sauer is former newspaper publisher (Leesburg, Ohio *Citizen* and Lynchburg, Ohio *News*). Ann. June 17.

KADA Ada, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Inc.** from **Billy T. Hoover** and **Anderson Brown Morris**, coexecutors of estate of **Stella Katherine Morris**, deceased to **Anderson B. Morris, Katherine Hoover** and **Virginia High**. Mrs. Morris owned 51.9% of Tri-Cities. According to terms of will, interest is being divided among her three children. No financial consideration involved. Ann. June 17.

KWSH Wewoka, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Inc.** from **Billy T. Hoover** and **Anderson B. Morris**, coexecutors of estate of **Stella Katherine Morris**, deceased, to **Anderson B. Morris, Katherine Hoover** and **Virginia High.** Mrs. Morris owned 51.9% of Tri-Cities. According to terms of will, interest is being divided among her three children. No financial consideration involved. Ann. June 17.

KLOO Corvallis, Ore.—Seeks transfer of control of one-third interest of **Benton Bcstrs. Inc.** from **Donald C. Wilkinson** to **Benton Bcstrs. Inc.** for $3,274. Ann. June 17.

KPRB Redmond, Ore.—Seeks assignment of license from **Orlo M.** and **Thelma Bagley** to **Donald S.** and **Rita M. Anderson** for $26,000. Mr. Anderson is emloye KQIK Lakeview, Ore. Ann. June 17.

WICU-AM-TV Erie, Pa. — Seeks assignment of license from **Dispatch Inc.** to wholly owned subsidiary **Air-Way Branches Inc.** No financial consideration involved. Ann. June 17.

WLEU Erie, Pa.—Seeks assignment of license from **L.E.U. Bcstg. Co.** to **Thomas R. Bromele, Mary Ann Satterwhite, Joyce Edwards** and **Charlotte Anderson**, d/b **Radio Station WESB** for $142,500. Purchasers own WESB Bradford, Pa. Ann. June 15.

WEEP Pittsburgh, Pa.—Seeks assignment of license from **Pittsburgh Bcstg. Co.** to **Golden Triangle Bcstg. Inc.** for $319,000. **Myron Jones** (97%), has interest in WJET Erie and WTIV Titusville, both Pennsylvania, and owns WHOT Youngstown, Ohio. Ann. June 15.

WLAC Nashville, Tenn.—Seeks transfer of control of 24% of **WLAC Inc.** from **Life and Casualty Insurance Co. of Tennessee** to **Clint W. Murchison Jr.** and **John D. Murchison.** Transfer is part of Murchison brothers' purchase of 24% interest in Life and Casualty Insurance Co. of Tennessee for purchase price of $40 million for stock of L&C. Murchison brothers have interest in WJDX-AM-FM Jackson, Miss. Ann. June 17.

KORA Bryan, Tex.—Seeks assignment of license from **Bryan Bcstg. Co. (David C. Jones Jr.)** to **Bryan Bcstg. Inc.** Principals are Mr. Jones, and **David G. Haines** (49% each). Mr. Haines is manager of KORA. Ann. June 11.

KINT El Paso, Tex.—Seeks assignment of cp from **Robert L. Howsam** to **Radio El Paso Inc.** for $29,000. Principals are (20% each): Mr. Howsam; **Clem E. Boverie**, vice president food store chain; **Ray Winkler**, 50% owner KZIP Amarillo, Tex.; **John W. Lowery**, dairyman, and **Joseph J. Thompson**. Mr. Howsam also has interest in KHOW Denver. Ann. June 11.

KTFS Texarkana, Tex.—Seeks assignment of license from **Robert S. Bieloh** for $67,500. Principals are **Melvin Lewis** and **William R. McDaniel** (50% each). Mr. Lewis is magazine distributor and Mr. McDaniel has interest in WHLP Centreville, Tenn. Ann. June 11.

WYSR Franklin, Va.—Seeks assignment of license from **WYSR Inc.** to **Franklin Bcstg. Corp.** for $80,000. **Thomas F. Clark** (100%), owns New York radio-newspaper sales rep firm. Ann. June 12.

WSNO Barre, Vt.—Seeks assignment of cp from **Broadcasters Inc.** to **James T. Kirwan** and **Donald Laufer** for $9,000. Messrs. Kirwan and Laufer (50% each) are salesmen at WNLK Norwalk, Conn. Ann. June 17.

KBAM Longview, Wash. — Seeks assignment of cp of **KBAM Bcstg. Co.** from **Paul D. Wickre** to **Hal M. Slade,** court-appointed receiver. Mr. Slade is general manager of KBAM. Ann. June 16.

WGEZ Beloit, Wis.—Seeks assignment of license from **Beloit Bcstg. Co. (Sidney H. Bliss)** to **Angus D. Pfaff** for $85,000. Mr. Pfaff owns WMMP Evanston, Ill., and has 50% interest in tv cp for Evanston. Ann. June 11.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately May 19 initial decision and granted applications of (1) Orange County Bcstg. Corp. to increase power of WGNY Newburgh, N.Y., from 1 kw to 5 kw and install DA, continuing operation on 1220 kc, D, with effective date of grant to be stayed, pursuant to Commission's Public Notice of June 18, 1957, pending ratification of Agreement between United States and Mexico with respect to operation on Mexican Clear Channels with 5 kw power during daytime hours and (2) Vincent De Laurentis for new station to operate on 1220 kc, 1 kw, DA, D, in Hamden, Conn.; engineering and other conditions. Comr. Fred Ford abstained from voting. Ann. June 17.

By order, Commission affirmed Sept. 23, 1958, initial decision, as modified by Commission, and granted application of Birch Bay Bcstg. Co. for new am station to operate on 550 kc, 500 w, D, in Blaine, Wash., and, in so doing, it denied motion of Birch Bay to strike exceptions of Puget Sound Bcstg. Co. (KVI), Seattle, denied exceptions of KVI, and granted exceptions of Broadcast Bureau. Ann. June 17.

By decision, Commission granted application of Westbrook Bcstg. Inc., for new am station to operate on 1440 kc, 5 kw, D, in Westbrook, Me., and denied competing application of Sherwood J. Tarlow for new station on same frequency with 500 w, D, in Saco, Me. May 12, 1958, initial decision looked toward this action. Ann. June 17.

INITIAL DECISION

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Booth Bcstg. Co. to increase daytime power of WBBC Flint, Mich., from 1 kw to 5 kw and make changes in DA-D pattern, continuing operation on 1330 kc with 1 kw-N, DA-2; engineering condition. Ann. June 11.

STAFF INSTRUCTIONS

Commission on June 17 directed preparation of document looking toward denying petition by The Young People's Church of the Air Inc., to deny or dismiss competing application of WJMJ Bcstg. Corp. for new class B fm station to operate on 104.5 mc in Philadelphia, Pa. May 27 initial decision looked toward granting Young People application and denying WJMJ.

Commission on June 17 directed preparation of document looking toward granting application of Star Bcstg. Corp. for new am station to operate on 1350 kc, 500 w, D, in Fredericksburg, Va., and denying competing application of Historyland Radio. Oct. 7, 1958 initial decision looking toward granting application of Historyland and denying Star.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Joseph M. Ripley Inc., for reconsideration of April 8 memorandum opinion and order which, on motion by Dan Richardson, struck exceptions of Ripley to Aug. 19, 1958 initial decision looking toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville. Ann. June 17.

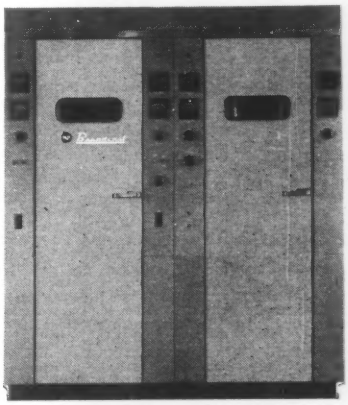
By memorandum opinion and order, Commission granted petition by Valley Bcstg. Co., Lehighton, Pa., to extent of deleting aeronautical hazard issue but denied that petition insofar as it requested enlargement of issues in proceeding on its application and that of Miners Bcstg. Service Inc., Kingston, Pa., for new am stations. Ann. June 17.

By memorandum opinion and order, Commission (1) reversed ruling by hearing examiner which denied petition of M.V.W. Radio Corp., San Fernando, and Wilson Bcstg. Co., Oxnard, Calif., for additional time to file engineering exchange exhibits in proceeding on their am applications which are in consolidated hearing with applications of KGB Inc. (KGB), San Diego, Calif., and Robert S. Marshall, Newhall; and (2) set aside May 25 initial decision, reopened record, and remanded matter to examiner for further proceedings. Comr. John Cross dissented.

By memorandum opinion and order, Commission denied motion by Interstate Bcstg. Inc. (WQXR), New York, N.Y., to remove E. Weaks McKinney-Smith (WDXR), Paducah, Ky., as party to proceeding on applications of WQXR, Walter L. Follmer, Hamilton, Ohio, and Booth Bcstg. Co. (WTOD), Toledo, Ohio, involving use of 1560 kc, and dismissed as moot WQXR's motion as to Washita Valley Bcstg. Co. (KWCO), Chickasha, Okla., which is no longer a party (Dockets 12787, et al.). Comr. Robert E. Lee dissented.

By memorandum opinion and order, Commission denied petitions by Florida Gulf-

Equipping a Radio Station?



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coast Bcstrs. Inc., and Suncoast Cities Bcstg. Corp. to enlarge issues with respect to legal and financial qualifications of City of St. Petersburg, Fla. (WSUN-TV), in Largo, Fla., tv ch. 10 comparative proceedings. Ann. June 17.

Commission rescheduled oral argument for July 2 in proceedings on applications of Palm Springs Translator Station Inc., Palm Springs, Calif. Ann. July 17.

By memorandum opinion and order, Commission granted protest and petition for reconsideration by Telegraph Herald (KDTH), Dubuque, Iowa, to extent of designating for hearing application of Laird Bcstg. Inc., for new am station (KHAK) to operate on 1360 kc, 1 kw, DA, D, in Cedar Rapids, Iowa; postponed effective date of April 22 grant pending hearing; and made KDTH party to proceeding.

By memorandum opinion and order, Commission (1) denied petitions by WYTI Inc. (WYTI), Rocky Mount, Va., to designate for hearing and revoke the cp of Radio Franklin Inc., for new am station (WKWS) to operate on 1290 kc, 1 kw, D, in Rocky Mount, and (2) granted latter's application for extension of time to Nov. 27 to construct WKWS.

KSOO-TV Sioux Falls, S.D. — Designated for hearing applications for additional time to construct station and to increase vis. ERP from 28.9 kw to 316 kw and ant. height from 540 ft. to 1060 ft., move trans. site from 9 miles east of Sioux Falls to about 33 miles northeast of that city, and change type trans.-ant., etc. (BMPCT-5168); made Midcontinent Bcstg. Co. (KELO-AM-TV), Sioux Falls, who petitioned to designate modification application for hearing, party to proceeding. Ann. June 17.

WMAX Grand Rapids, Mich.—Designated for hearing application to increase power from 1 kw to 5 kw, continuing operation on 1480 kc, D; made WIOS Tawas City, Mich., and WRSW Warsaw, Ind., parties to proceeding. Ann. June 17.

Rev. Stuart P. Noordyk, Fremont, Mich.; Air Capitol Inc., Madison, Wis.; Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill.—Designated for hearing applications for new am stations to operate on 1550 kc, D—Noordyk with 1 kw, Air Capitol with 5 kw, DA, and Des Plaines with 10 kw, in consolidated proceeding with more than 20 am applications; order supplements March 4 hearing order; made WBEE Harvey, Ill., party to proceeding. Ann. June 17.

Routine Roundup

By interpretive opinion, Commission denied various pleadings seeking reconsideration of its February 19 interpretations of applicability of Sec. 315 (political broadcast provision) of Communications Act to certain news film clips shown by Chicago tv stations during local primaries.

In so doing, Commission opinion reviewed intent and purposes of Sec. 315; legislative history of Radio Act of 1927 and Communications Act of 1934; views of members of Congress with respect to proposed related legislation, both past and present; testimony of interested parties to such proposed legislation; Commission's comments on proposed legislation; role of tv in political campaigning; precise wording of Sec. 315 and absence of any exceptions thereto; interpretation of term "use" in that section of law; Commission's past interpretations of Sec. 315; related court proceedings; and current pleadings.

Particular current pleadings and briefs considered were those of CBS Inc., licensee of WBBM-TV Chicago; NBC, licensee of WNBQ-TV Chicago; Westinghouse Broadcasting Co., Attorney General of United States, and replies thereto.

Chairman John Doerfer and Comr. T.A.M. Craven dissented (former with statement); Comr. Rosel Hyde had concurring statement, and Comr. John Cross dissented in part and concurred in part with statement.

With Chmn. Doerfer not participating, Commission denied "motion" by Lar Daly that Chmn. Doerfer be disqualified from participating in reconsideration.

Case grew out of request by Lar Daly, legally qualified candidate for mayor in both Democratic and Republican primaries in Chicago, for time equal to that afforded by four Chicago commercial tv stations in news film clips to Mayor Richard J. Daley and Timothy P. Sheehan, Democratic and Republican opponents, respectively. By unanimous vote of all seven Commissioners in February, Commission held that those film clips showing Mayor Daley and candidate Sheehan filing their political petitions, accepting formal political indorsements, and certain political interviews, constituted Sec. 315 use entitling Lar Daly to equal time. At same time, by 4-3 vote (Chmn. Doerfer and Comrs. Craven and Cross dissenting), it held that film clips showing Mayor Daley greeting President of Argentina on latter's Chicago visit, and Mayor Daley's appeal for contributions to March of Dimes campaign also constituted Sec. 315 use. Ann. June 16.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 12

KLYD-AM-FM Bakersfield, Calif.—Granted assignment of license and cp to **Edward E. Urner**, et al., d/b **Urner Bcstg. Co.**

WJMJ Philadelphia, Pa.—Granted mod. of cp to make changes in DA pattern.

WBIC Islip, N.Y.—Granted extension of completion date to Nov. 30.

Actions of June 11

WKBW-TV Buffalo, N.Y.—Granted license for tv station; ERP vis. 70.8 kw, aur. 42.7 kw, ant. 1420 ft.

WKWK-FM Wheeling, W.Va. — Granted cp to replace expired cp which authorized decrease of ERP from 16 kw to 10 kw.

WGAT Gate City, Va.—Granted mod. of cp to move ant.-trans. location 1200 ft. east of present location (same site); condition.

WANN-FM Annapolis, Md.—Granted mod. of cp to increase ERP to 20 kw and change type trans.; ant. 205 ft.; remote control permitted; condition.

WDLP-FM Panama City, Fla.—Granted request for cancellation of license; call letters deleted.

KWG Stockton, Calif.—Granted request for cancellation of license for auxiliary trans.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning June 6 and ending Sept. 19.

WDCR Hanover, N.H.—Granted authority to remain silent for period beginning midnight, Sun., May 31 until 6:30 a.m., Wed., Sept. 16.

WKRZ Oil City, Pa.—Granted authority to remain on air from 7:15 to 8:45 p.m. on Tuesday and from 7:30 to 8:30 p.m. on Thursdays for period beginning June 6 and ending Sept. 19 during period WSAJ Grove City, Pa. is silent.

KDSN Denison, Iowa—Granted authority to sign-off at 7:30 p.m., CST, for period ending July 31, except for special events when station may operate to licensed sign-off time.

Following stations were granted extensions of completion dates as shown: WNBQ (TV) Chicago, Ill. (aux. trans.) to July 12; WYFE New Orleans, La., to Aug. 30; WKNA (FM) Charleston, W.Va., to Oct. 1, and WDRC-FM Hartford, Conn., to Oct. 5.

Actions of June 10

KHIL Brighton, Colo.—Granted involuntary assignment of license from estate of John Babcock to Edward A. Brown, administrator.

KTHT Houston, Tex.—Granted mod. of license to change studio location; remote control permitted using DA-2; conditions.

Actions of June 9

Granted licenses for following am stations: KIMB Kimball, Neb., and specify type trans., and WBBT Lyons, Ga.

Granted licenses for following fm stations: WKIC-FM Hazard, Ky., ERP 8.3 kw, ant. 461 ft.; KDUO Riverside, Calif.; KSEO-FM Durant, Okla., ERP 2.75 kw.

WCBS-FM New York, N.Y.—Granted license covering installation of aux. trans. at same location as main trans.; without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff, and (2) related studies and inquiries now being considered or conducted.

WXYZ-FM Detroit, Mich. — Granted license covering increase in ERP to 27.2 kw, installation new type ant. and change ant.-trans. and studio locations; without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff, and (2) related studies and inquiries being considered or conducted.

WACO Waco, Tex.—Granted license covering installation of new aux. trans.

KXXX Colby, Kan.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; remote control permitted.

WCOR Lebanon, Tenn.—Granted license covering increase in power and installation of new trans.

WARE Ware, Mass.—Granted license covering changing hours of operation and installation of DA-N.

WHNY McComb, Miss.—Granted cp to install new trans.

WPRE Prairie Du Chien, Wis. — Granted authority to sign-off at 6:15, CST, for months of June and July, except for special

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events when station may operate up to licensed sign-off time.

Actions of June 8

WTVH (TV) Peoria, Ill.—Granted license covering installation of aux. ant. system at main trans. site.

KEEZ (FM) San Antonio, Tex.—Granted cp to decrease ERP to 17 kw, increase ant. height to 390 ft.; change trans. location (side-mount fm ant. on KCOR [TV] tower); change studio location; and remote control point.

KNUZ Houston, Tex.—Granted cp to install new main trans.

KCBQ San Diego, Calif.—Granted mod. of cp to make changes in DA pattern.

Following stations were granted extensions of completion dates as shown: WCRM Clare, Mich., to Sept. 2; KCPS (FM) Tacoma, Wash., to Aug. 15; KSRM (FM) Sacramento, Calif., to Sept. 17; KUTI Yakima, Wash., to Sept. 1.

Action of June 5

WKAR-FM East Lansing, Mich.—Granted authority to remain silent July 4.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by Broadcast Bureau for extension of time to June 24 to file replies to petition by Tampa Telecasters Inc., for review in Largo, Fla., tv ch. 10 proceeding. Action June 12.

By Chief Hearing Examiner James D. Cunningham

Scheduled following proceedings for hearing on dates shown: Sept. 3—Sherrill C. Corwin for mod. of cp for KFMC (FM) Santa Barbara, Calif.; Sept. 9—am applications of High Fidelity Stations Inc. (KPAP), Redding, Calif; Tyrone Bcstg. Co. (WTRN), Tyrone, Pa., and Triangle Publications Inc. (WFBG), Altoona, Pa.; Sept. 10—am applications of John Laurino, Ashland, Va., and The Capital Bcstg. Co. (WNAV), Annapolis, Md.; Sept. 15—am applications of Central Michigan Bcstg. Co., Oil City, Mich., et al. Action June 15.

Ordered that Uintah Bcstg. and Tele. Inc. (KVEL) shall file, in connection with its pending petition for dismissal of its application for am facilities in Vernal, Utah, in proceeding with Jack W. Hawkins for am facilities in Blanding, Utah, comprehensive itemization of actual expenses incident to filing and prosecution of its application to date and that itemization shall be submitted under oath of responsible officer of petitioner corporation on or before June 19. Action June 11.

Granted petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., to extent that it seeks dismissal of its am application; dismissed application with prejudice. Action June 11.

Granted request by Virgin Islands Bcstg. System for extension of time until June 23 to file written appearance in proceeding on its application for additional time to construct WDTV Christiansted, V.I. Action June 10.

Upon notice from Charles R. White of intention to abandon his application for new tv station to operate on ch. 23 in Yakima, Wash., dismissed application with prejudice. Action June 9.

Granted petition by Peoples Bcstg. Corp. (WNAX), Yankton, S.D., to dismiss protest, and dismissed proceeding on application of Fall River Bcstg. Corp., for new am station (KOBH) to operate on 580 kc, 1 kw (now reduced to 500 w); D, in Hot Springs, S.D. Action June 9.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 17

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,328	41	124	684
FM	576	39	153	83
TV	462[1]	58	102	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 17

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner J. D. Bond

Pursuant to ruling made on record, and to await Commission action on pending application entitled to be consolidated in this proceeding, continued hearing to date to be fixed by subsequent order re application of Entertainment and Amusements of Ohio Inc., for am facilities in Solvay, N.Y. Action June 15.

Upon motion by Naugatuck Valley Service Inc., scheduled further hearing for June 18, to begin at 9:15 a.m. and end not later than 9:45 a.m., in proceeding on its application for am facilities in Naugatuck, Conn. Action June 10.

By Hearing Examiner Thomas H. Donahue

Issued order governing course of hearing in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich.; hearing scheduled for Sept. 8. Action June 11.

By Hearing Examiner Charles J. Frederick

Granted petition by Broadcast Bureau for extension of time from June 15 to June 30 for reply findings and conclusions in proceeding on applications of Newark Bcstg. Corp. and Loew's Theatres Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y. Action June 15.

By Hearing Examiner Millard F. French

Denied petition by Tampa Telecasters Inc., for leave to amend its application for new tv station to operate on ch. 10 in Largo, Fla., to show that it proposes to lease certain program production equipment from United States Leasing Corporation; rejected amendment. Action June 12.

By Hearing Examiner Isadore A. Honig

Continued prehearing conference from June 19 to June 26 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct am station WDTV Christiansted, V.I. Action June 12.

By Hearing Examiner H. Gifford Irion

On own motion, continued hearing from June 17 to June 19 in proceeding on applications of Yakima Television Corp. and Yakima Valley Television Co., for new tv stations to operate on ch. 23 in Yakima, Wash. Action June 15.

By Hearing Examiner Jay A. Kyle

Upon joint motion for continuance of hearing by Douglas H. McDonald, trustee, and Broadcast Bureau, continued hearing now scheduled for June 16 to date to be hereinafter determined in matter of order directing McDonald to show cause why authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action June 16.

By Hearing Examiner Forest L. McClenning

Granted motion by Los Banos Bcstg. Co., for leave to amend its application for am facilities in Los Banos, Calif., to change trans. site. Action June 15.

Scheduled prehearing conference for June 17 in proceeding on am application of Radio Americas Corp. (WORA), Mayaguez, P.R. Action June 10.

Continued prehearing conference from June 1 to July 13 in proceeding on am application of Seaside Bcstg. Co. (KSRG), Seaside, Ore. Action June 10.

Granted petition by Southbay Bcstrs. for continuance of procedural dates in proceeding on its application for am facilities in Chula Vista, Calif.; continued hearing from June 23 to July 27. Action June 10.

By Hearing Examiner Herbert Sharfman

Received in evidence June 4 letter from O. D. Fisher, president, Fisher Bcstg. Co., to Percy H. Russell, and record closed in Portland, Ore., tv ch. 2 proceeding. Action June 11.

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Need manager for small market station in western New York. Fine opportunity for top salesman who is ready for management. Send resume, background, financial requirements, pictures and other details to Box 419M, BROADCASTING.

Unusual management opportunity established station in northeast. Exceptionally nice community. Send complete resume and references to Box 439M, BROADCASTING.

Manager for small North Carolina market capable of handling most sales. Can earn $10,000 annually. No drinkers, drifters or desk men apply. Write in full to Box 447M, BROADCASTING.

$10,000 a year executive? Regional and national sales manager to spark presentation of radio Willamette-Land. This man knows aggressive radio and how to sell it! Resume and picture to Gordon Allen, KGAY, Salem, Ore. Other sales positions at KGAL, Albany. Studios, chief engineer at KGAY (5,000 watt Gates xmtr.)

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Salesman—fine future, top money with growing chain. Metropolitan Ohio market. Box 399M, BROADCASTING.

Progressive southern metropolitan chain seeks executive type salesmen 28 to 40 for management later. Begin 8-10 annually. Yankees welcome. Send resume and photograph first letter to Box 402M, BROADCASTING.

Central N.C. thousand-watt daytimer needs experienced salesman. Box 427M, BROADCASTING.

Salesman-experienced. Long Island station, excellent opportunity. $75 weekly draw to start plus car allowance. Box 451M, BROADCASTING.

Salesman—Announcer Salesman. Live in Florida. Daytona, with the world's greatest beach, speedway, progress. For 3 big names in radio (6 stations with application for #7, also, in Florida), but you've got to be good, real good, and willing to prove it by reducing your minimum and depending on your sure-fire sales ability for extra income from commission. Hurry. Sell us yourself. Write Box 456M, BROADCASTING or phone John Mark. Clinton 2-8222, Daytona. (No "collect", please.)

Salesmen—Earning $125-$250 weekly commissions (20-30%) with organization that sells non-competitive historical community booster programs for leading stations throughout U.S. Those with wives who can do office detail, advance to campaign manager $12,000-$15,000 (10-15% override) annually. Working now in western N.Y., Ohio, and Pennsylvania. Call Atwater 4750 or write 2583 Main Street, Buffalo, N.Y.

Salesman for top local market, $100.00 per week draw against 15% plus car allowance. Contact Jim Hairgrove, KBRZ, Freeport, Texas.

Experienced radio salesman, capable of advancing to salesmanager. Base plus commission makes you $400.00 to $700.00. Send complete details, Dale Moore, KCAP Helena, Montana.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Career opportunity for honest experienced salesman. Top rated California station. Nicest town in San Joaquin Valley. Wonderful year-round climate, one hour from Sequoia National Park. The best of schools, including Jr. college. You will take over active accounts on station and have a guarantee, plus commission. We want a man who likes to stay put and make money. KONG, Visalia, California.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Salesman—Announcer needed immediately in several Georgia—Alabama stations. Contact in person WBMK, West Point, Georgia.

Salesman for WLOF, Orlando, Florida. Number one Pulse rated music and news operation must expand sales staff to keep pace with growth of market. Tell all in first letter. Send photo. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Fla.

Announcers

Combo man wanted. Announcer who is good air man with first phone. Music, news station going remote control. Good salary for good announcer. Midwest. Box 306M, BROADCASTING.

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Topnotch radio announcer wanted for Michigan modern music station. Modified formula, network operation, some rock and roll, but not a lot. Good working conditions, plenty of employee benefits, hospitalization, etc. Personal interview a must. Immediate opening. Write full details including salary expected. Box 395M, BROADCASTING.

Wanted! Three announcers for new kilowatt North Carolina coastal station. New modern facilities, completely air-conditioned. High calibre community station. Send tape and resume. Box 396M. BROADCASTING.

Announcer wanted. Call 1600 in Nebraska City, Nebraska.

Experienced announcer who can handle traffic and some copy. Good opportunity with North Carolina small market group. Minimum salary, $75.00 weekly. Write only Jimmy Childress, Box 1114, Sylva, N.C.

If you are fast on the draw and quick on the trigger send tape and description by Wells Fargo Express to KATI, Box 2006, Casper, Wyoming. No road agents wanted.

Announcer, morning dj at new K-CAP, Helena, Montana. Send tape, resume, picture, salary requirements to Dale Moore.

Young, aggressive, stable announcer wanted at top-rated station in Lincoln, Nebraska. Well established teen-age disc show in your shift. Good pay, opportunities in growing multi-station operation. Send tape, resume, photograph to KFOR, Lincoln, Nebraska.

Help Wanted—(Cont'd)

Announcers

Wanted: Young announcer with ambition and desire to learn. Experience unimportant. Willingness to learn and take instructions most important, immediate opening. Mason Dixon, General Manager, KFTM, Fort Morgan, Colorado.

First phone announcer: Needed immediately. Prefer minimum three years experience family man. Afternoon trick. Two weeks paid vacation, insurance plan. Not rock and roll. Not top forty. Salary open. Phone Mr. Jae, 3450, KHMO, Hannibal, Missouri.

Experienced announcer. Prefer family man. Can also sell. Permanent to right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

New station: Announcer-chief engineer with first phone. Maintenance experience required. Excellent career opportunity with expanding chain. Send resume and tape. WBAZ, Kingston, N.Y.

WCSI, Columbus, Indiana invites tape and complete job history from alert, promotion-minded deejays. Station well equipped and aggressive. Extremely pleasant, progressive community of 30,000. Immediate opening.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Immediate opening-experienced dj with bright, happy sound and good. tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Needed immediately country and western dj for WGEE, Indianapolis, Indiana, the only station in better than one-half million market featuring country and western music. First phone desirable but not necessary. Write, wire or call General Manager, Arnold C. Johnson.

Combo man wanted. Announcer with first phone. Music and news station in single station market. One of three stations owned and operated by Smith Broadcasting Co. Minimum starting salary $100 week. Pic, tape details to Henry Beam, WJIG, Tullahoma, Tennessee.

Announcer-engineer, with first-class ticket, wanted by better music station in Roanoke, Virginia. Prefer young man with maintenance experience and announcing ability. Air mail particulars, references and audition tape to WRIS, P.O. Box 702, Roanoke, Virginia.

Ohio's most powerful fm, W-SOM, 100,000 watts, needs two mature voices. Send tape, resume, W-SOM, Salem, Ohio.

Experienced announcer with first class license who can handle maintenance. Good opportunity with North Carolina small market station group. Write only Jimmy Childress, Box 1114, Sylva, N.C.

Technical

Chief engineer-announcer. Top voice unnecessary—want steady, dependable plugger. 40 hours—nights off, 250 watt old reliable operation small Colorado city. Box 424M, BROADCASTING.

First phone engineer with announcing ability. KTKR, Taft, California.

Help Wanted—(Cont'd)

Technical

Experienced first class engineer-announcer, capable making equipment installation. Permanence for right man. Send tape, details KVOZ, Laredo, Texas.

Wanted, chief engineer, must be able do maintenance and handle directional array. Call, wire or write W. Ennis Bray, WANS Radio, Anderson, S.C.

First phone, engineer experience not necessary. Opportunity with growing organization. Write Manager, WEAV, Plattsburgh, N.Y., or phone collect JO 1-0960.

Need first phone announcer. $320 to start. WFPA, Fort Payne, Alabama.

First class ticket immediately—no experience necessary. Transmitter duty only. Living quarters furnished. WVOW, Logan, West Virginia.

Transmitter engineer for WAMS, Wilmington, Delaware. Chance for advancement in 9-station radio-tv chain. Rush background to Tim Crow, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Our last copywriter landed a top paying major market job because of what he learned from us. We need another. Top pay, pleasant medium sized Illinois city. Aggressive station. If you write sharp production copy and love to write, send all details first letter to Box 305M, BROADCASTING.

Program director top-rated Ohio station. Only experienced modern formula radio man. Must have proven record. Earnings in five figures. Send details, photo, tape. Box 364M, BROADCASTING.

Experienced continuity man or woman for Ohio major market. Send details, photo, sample copy. Box 365M, BROADCASTING.

Experienced, imaginative, fast thinking, metropolitan competitive writer. If you have the prerequisites, we have the personnel and facilities to assist in the finest production possible. Contact J. M. Hall, Radio Station KWFB, Wichita, Kansas.

New station: News-copy writer with experience or good training. Send resume. If air work desired send tape. WBAZ, Kingston, N.Y.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Mr. Owner: 20 year man seeks single market management, commercial manager or tv sales. Former network announcer. Family man, age 41. Box 393M, BROADCASTING.

Assistant manager; experienced all phases; news; production; continuity; commercial announcing; sales; midwest preferred. Box 410M, BROADCASTING.

Seeking full managerial responsibilities. Ten years solid experience national and local sales, programming, staffing. Want station requiring leadship and desiring long-term development. Thirties. AB. Presently employed assistant major metropolitan market. Sales philosophy rooted in service, station administration grounded in community. Confidential. Box 416M, BROADCASTING.

Sales manager, radio-tv station. Efficient executive, outstanding salesman. Now selling filmed programs. Unhappy—too much separation family. Formerly time salesman, agency account executive local, national, consumer, industrial. Radio commercial manager, chain. Hired, trained, supervised six man sales staff. Believe in speculation tapes as creative sales tool and treat salesmen ethically, firmly and professionally. Earning $15,000. Consider less if opportunity, semi-security, ethical. Box 418M, BROADCASTING.

Manager or sales manager . . . Offer 18 years outstanding radio, television and agency experience in management and sales from rural to metropolitan markets. Young, aggressive, stable. No drinking. Happily married. Two children. Present job over ten years in one of nation's five largest markets. Thrive on competition. Natural leader by setting hardworking example. Will go wherever good opportunity and future exist. Excellent references. Box 433M, BROADCASTING.

Manager-sales manager, eighteen years experience, tops in sales. Not a chair-warmer, chaser or drinker. Excellent character, pleasant personality, mixes well. Moderate salary and percentage. Prefer southeast city any size up to thirty thousand population. Available now. Box 437M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Chief 22 years all phases, interested in management and production, reached op present organization. Seeks growth opportunity, resume, references. Box 43[illegible]M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 44[illegible]M, BROADCASTING.

General manager-sales manager. Fifteen years experience radio sales. Retail, local, regional. Now general manager sales-manager thousand watt station. Highest radio industry references. Box 449M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

Announcers

Young man determined to succeed. Well trained. Any reasonable offer. Box 160M, BROADCASTING.

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 233M, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative, cooperative. Box 234M, BROADCASTING.

Female, announcer plus. Good background. Women's program, plus. Reliable. Versatile. Box 235M, BROADCASTING.

Sports-minded stations only. Terrific sportscaster-salesman-announcer. 6 years experience, 1st phone. Making big money. How about you? Box 254M, BROADCASTING.

Play-by-play sports exclusively—6 years experience in top ten market—ready for your football season this Fall—anywhere in U. S.—Top references. Box 313M, BROADCASTING.

7 years experience. Family man, sell like crazy. Standard or Storz type. Radio or tv. Box 343M, BROADCASTING.

#2 Hooper-rated dj. Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Girl announcer, writer. Have 1st ticket. Sales, traffic. Excellent references. Box 378M, BROADCASTING.

Young wake up announcer. Smooth delivery. Strong on commercials, news. Serious, efficient. Restricted ticket. Box 397M, BROADCASTING.

Announcer, sales 8 years experience, seeking permanent position, leading to managerial post. Box 401M, BROADCASTING.

Personality jock. One of the big names in the east. Formula or non-formula the personality gets to 'em. This is a real pro. You make a big buck with me and you pay me a big buck in return for top audience and socko performances day in and day out! Box 406M, BROADCASTING.

Did formula radio replace the cheerful wake-up man? Hope not. Five years experience. Can increase morning sales. $110 minimum. Desire midwest. Also idea man for production tapes. Box 407M, BROADCASTING.

Five years experience. Fast pace personality dj. High ratings in market. Authoritative swift news delivery. Good references. Age 25. Would be permanent in modern fast production operation. Seeking job change due to programming switch to slow mood music and dead news delivery. Box 409M, BROADCASTING.

Young swinging dj wants opportunity Ohio-Indiana-Kentucky area. Fast, modern. Have gimmicks, ideas, would like to express them. Must be permanent. First phone, personal interview necessary. Box 19[illegible]M, BROADCASTING.

MAJOR INDEPENDENT

IN ONE OF THE LARGEST 15 MARKETS

HAS IMMEDIATE OPENING

FOR TOP-FLIGHT DISC JOCKEY

Send tape, air check, photograph and resume to

BOX 435M, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Sales-programming; highly experienced, recommended; 35, merchandising, rep contact, promotion knowhow. Box 412M, BROADCASTING.

Announcer-dj, good voice, seeking start in radio. Will travel. Phone Turner 7-1710, Gary, Indiana or Box 420M, BROADCASTING.

Sports announcer—3 years experience. College graduate in radio-journalism. Also news and disc jockey experience. Tape available. Midwest preferred. Box 421M, BROADCASTING.

Well experienced radio personality, many years radio and some tv. Full particulars on inquiry. Box 425M, BROADCASTING.

Good morning! Need an announcer? A good one! 7 years experience—all phases. Midwest or southeast (Florida too!) preferred. Available now. Interview. Phone AVenue 3-5734 Chicago or write Box 428M, BROADCASTING.

Is your station heavy on sports and light on sports announcers? Have man 26, 3 years experience, university grad., good copywriter, lives and loves sports, needs better sports opportunity than our daytimer can offer. Tape and resume on request. Box 430M, BROADCASTING.

Personality-dj. Creative gimmicks, commercials, sales. Steady. Cooperative. Tape available. Box 443M, BROADCASTING.

Experience plus talent—send for my tape and get both. Married, veteran ready to please. Box 448M, BROADCASTING.

Versatile, now in major market, willing to move to medium market with growing station. Good news, slow or fast pace. Strong copy. Vet. Married. Box 452M, BROADCASTING.

Veteran, family man. Seeking larger market. Prefer N.E. Good music. Box 453M, BROADCASTING.

Combo man, experienced. First phone; permanent position desired. Will travel. Box 454M, BROADCASTING.

Bright, young college graduate announcer looking for start in radio. Heavy on dj, sports, production, loads of ambition. Married, will go anywhere midwest or west. Run own board. Have copywriting and sales experience. Box 457M, BROADCASTING.

Experienced announcer available. Call Bill Baker: New York, Wadsworth 7-7741 between 10, 12 AM.

Experienced announcer—best references, interested in permanent dj job, willing to relocate. Salary open, if future is bright. Norman Berke, 1562 Townsend Ave., N.Y. 52, N.Y. Telephone TRemont 8-7719.

California only—Announcer experienced in all phases radio, 1st phone; gather, write, air local news; sports play-by-play and color. No top 40 please. Personal interview required. Midnite to dawn preferred. Bill Collins, 3723 Lemon Avenue, Long Beach 7, California; phone GArfield 421-14.

Looking for an opportunity not just a job. Experienced, hardworking announcer, will locate anywhere. Would like morning spot but will consider all offers. College grad, veteran, single. Dave Davis, 42 East Philadelphia Ave., Boyertown, Pa.

Alabama: Disc jockey. Experienced. Works board. Single, thirty, wants two-three weeks work July First. Will consider full time job. Prefers Alabama or bordering states. Tapes on request. Wade Guthrie, 119 June Avenue, Hueytown, Alabama. Telephone 5-2011.

Let's give this boy a job. Personality dj-announcer, excellent references. 4 years experience, veteran, east preferred. Tom Hopkins, Box 632, Bernardsville, New Jersey, BE 8-2938.

Situations Wanted—(Cont'd)

Announcers

Announcer—first phone, experienced network and independent operations, married vet, sober and reliable. Will relocate for right job. Contact Steve Huges, 1302 N. Flower, Santa Ana, California. Kimberly 3-4868.

Announcer; age 27, 2 years armed forces. Radio experience, seeking permanent position anywhere in U.S.A. William B. Huntington, 9952 Schiller Blvd., Franklin Park, Illinois.

Stations west. Good announcer. Trained in all phases of broadcasting. William Meehan, 3015 West 40th Avenue, Gary, Indiana.

Young, talented, first ticket. Miles Sawyer, 850 Wisconsin, San Francisco, AT 2-9946.

I want to work! Well-trained all phases programming and board work. Tape and resume on request! Bill Sheahan, 223 Range, Manistique, Michigan. Phone 195.

Technical

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

First phone engineer. Experience all phases am, fm. Single, sober, salary open. Box 392M, BROADCASTING.

First phone. 5 years radio, one year uhf tv. Will consider broadcast or tv. No announcing. Box 414M, BROADCASTING.

Conscientious chief engineer. Experienced in installation, maintenance of transmitter, studio, remote control, and directional equipment. Box 415M, BROADCASTING.

Chief or transmitter supervisor 8 years experience am directional, fm, vhf-tv. Desire eastern U.S.A. Reliable, good worker, no announcing. Box 431M, BROADCASTING.

Engineer, good maintenance, now available. Walter Hoffman, General Delivery, Lake Tahoe, Nevada.

First class license—limited experience. Willing to learn to announce. Anxious to learn; salary secondary. Henry Willis, General Delivery, Stratford, Oklahoma.

Production-Programming, Others

Newsman. Successful director, editor, reporter. High rated newscaster. Now employed, major market. Adult radio only. Box 314M, BROADCASTING.

Fm radio. Single 25, seeks stimulating job in production and writing. Prefer "Fine Arts" format. College degree. Have varied radio background including sales, copy, production, promotion and news. Box 337M, BROADCASTING.

Program director-announcer. Experienced. Available immediately. Possess successful formulae for building your rating and billing. Dependable, honest, married with family. Box 380M, BROADCASTING.

Newsman . . . $6000. Legman, re-write, spot, personality news announcer. In radio, tv okay. Box 391M, BROADCASTING.

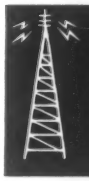
Excellent experienced newsman. Five years. $110 minimum. Desire Illinois or a nearby state. Prefer daytimer, but will consider all inquiries. Box 408M, BROADCASTING.

Program director-announcer. Sales background. 17 years experience, last 9 at two major northeasterns. Box 413M, BROADCASTING.

Program director: Currently employed one of nation's top markets. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Program director—fourteen years radio experience, all phases, eight years major Kansas City stations, recently program manager Kansas tv station. Desire program director position well established western station. 35 years old, family, stable, dependable, excellent references. Available immediately. Chuck Maxwell, 1211 Polk, Amarillo, Texas, Drake 3-6666.

WDAF farm director 7 years, resigned, seeks farm radio or agricultural advertising. Salary must be commensurate with 16 years experience. References, 42. Prefer midwest —consider all. Paul Vogel, Box 303, Independence, Missouri.



STATIONS FOR SALE

ROCKY MOUNTAIN

1. Daytimer. Good market. Excellent dial position. Gross $150,000. Good profit. **$70,000 down.**

2. Exclusive. Daytimer. Growing market. Profit around $27,000 a year. **$25,000 down.** Good terms on balance.

3. Daytimer in fine market. Good volume. Owners want to get into bigger market. **$10,000 with 29% down.**

PACIFIC NORTHWEST

1. Located in one of the top markets. Daytimer. Good buy for $120,000. **29% down.**

2. Full time. Gross over $60,000 a year. Owner anxious to sell. **$20,000 down.**

3. Daytimer. Market of close to 70,000. Gross around $5,000 a month. Asking $90,000 including land and building. **$10,000 down to qualified client.**

MIDWEST

1. Absentee owned. Daytimer. Exclusive. Small market. $42,000. **$12,000 down and long term payoff on balance.**

2. Daytimer. Owner wants to get out of radio business. Exclusive. Asking $52,500. **$15,000 down.**

SOUTH

We have gotten in some fine confidential listings in the South and we can offer them to qualified clients of ours who are interested in this part of the country.

JACK L. STOLL AND ASSOCIATES

A National Organization

6381 Hollywood Blvd., HO.4-7279

Los Angeles 28, Calif.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

New York state NBC affiliate has opening for salesman who can produce. Base plus commission. On-air accounts to start. Send resume to Box 436M, BROADCASTING.

Announcers

One of the top 25 markets has opening for television on-camera announcer, plus copywriting. Excellent working conditions, good staff, all employee benefits. Major net affiliate in Michigan wants man for night trick on and off camera. Personal interview a must. Write full details in first letter to Box 394M, BROADCASTING.

Tv experienced on-camera and booth announcer needed immediately. Send tape and photo to Station Manager, KTBS-TV, Channel 3, Shreveport, Louisiana.

Versatility is the key word for a mature, early morning man with news and farm background. Send resume, recent photo, and tape or sof to Bob Grossman, Program Manager, WXEX-TV, Petersburg, Virginia.

Technical

Experienced studio engineer. Strong on maintenance of RCA and G.E. equipment. Send complete resume and salary requirements first letter. Box 376M, BROADCASTING.

Engineer—experience, maintenance and operation, particularly uhf—GE transmitter. Call Gino BR 2-1862, Milwaukee, Wisconsin or evenings CH 1-5930.

Production-Programming, Others

Artist with tv experience. First station in medium market looking for right man. Slides, studio art, scenery and promotion layouts. Salary open. Great Lakes region. Send complete resume. Box 400M, BROADCASTING.

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 446M, BROADCASTING.

TV photographer—able to handle 35 mm, speed graphic, Polaroid 16 mm movie outfits, dark room, lino-scribe. Good disposition a must. Pleasant staff. Send photo and details. Southeast. Box 455M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Alert, conscientious young man now employed producer-director desires television sales. Plenty know-how every facet production. Available personal interview. Box 432M, BROADCASTING.

Announcers

Sports man—10 years experience—top 20 market, desires new opportunity, tv and/or am. A.B. Journalism, best references. Box 404M, BROADCASTING.

Well experienced radio personality, many years radio and some tv. Full particulars on inquiry. Box 425M, BROADCASTING.

Experienced radio-tv personality desires permanent job in larger market. Presently sports director full power station. Capable of weather, news and live commercials on camera. References on request. Box 450M, BROADCASTING.

Technical

Presently employed tv transmitter engineer desires to relocate in midwest, with chance to learn studio operation and maintenance. Must be permanent. College, 5 years experience am, fm and tv. References. Box 390M, Broadcasting.

Situations Wanted—(Cont'd)

Production-Programming, Others

Six years experience in top ten market—director will go anywhere in U. S.—experienced in all phases of tv—$6000 per annum minimum. Box 312M, BROADCASTING.

Production manager presently employed in one of the top 50 markets seeking position of program director. Seven years experience. Box 332M, BROADCASTING.

Photographer: Tired of the routine news film? Try my work. 4-years experience—all phases. Now employed. Box 339M, BROADCASTING.

Producer-director-announcer. Three years television experience, and one year in radio. Excellent references. Box 417M, BROADCASTING.

University MA radio-tv, telecourse experience, English-speech teacher, veteran, 27, single, Hammond organist, desire start in broadcasting. Available immediately. Box 422M, BROADCASTING.

Television director—3 years experience—announcing, cameraman, directing, primarily directing. Family man. Box 423M, BROADCASTING.

TV production man with know-how and ideas, willing to go anywhere. Professional experience: directing, camera, video, audio, projection, studio lighting, film edit, 3 years. Radio announcer, 2 years. Taught radio-tv midwest university, 3 years. BA and MA degrees in radio-tv programming. Will receive PhD degree same area upon completion of dissertation. All offers considered, but desire future with executive possibilities. Family. Available immediately. Box 426M, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 444M, BROADCASTING.

FOR SALE

Equipment

Blaw Knox 150' angle iron 38" base guyed tower built to carry 500'. Like New. Box 329M, BROADCASTING.

150' guyed tower available August, $650.00 on ground. $400.00 you take down. Box 330M, BROADCASTING.

Swiss REVOX tape recorder—3¾ and 7½ speed. Suitable library playback, remotes. Monitor head and loudspeaker. New units specially priced. Ask folder Box 398M, BROADCASTING.

A Gates BC-500D transmitter, in good condition. KASM, Albany, Minnesota.

1 Fairchild turntable, model 524, with 78 and 33 speeds at $90.00 each. $165.00 converts these to three speeds. 1 28CO Gates limiter just removed from service $250.00. Modulation monitor MO 2639 Gates price $200.00. All have just been removed from service. Write Jim Brady, KIFI, Idaho Falls, Idaho.

1 RCA model 7-TR-2 portable tape recorder, 1 Ekotape model 205 portable tape recorder, 1 Berlant concertone series 30 tape recorder, 1 RCA model 76 B-2 consolette with power supply, 2 RCA type 70-C1 transcription turntables. Contact K-KID Radio, Pendleton, Oregon.

1 174 ft. Truscon tower, 30 pound load, tapered, self-supporting, with lights. WBRK, Pittsfield, Mass.

Multiplex transmitting equipment for GE fm transmitter. Good condition. $950.00. WFMB, Third National Bank Building, Nashville, Tennessee.

2-Gates turntables (model M5205), need new capstans. $100 each, plus shipping charges. WSKP, Inc., 420 S.W. 2nd Avenue, Miami 36, Florida.

7000 mc, Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

Two Gates turntable cabinets—CAB-6. Will crate and ship collect for $50 each. WYSO, Yellow Springs, Ohio.

FOR SALE

Equipment—(Cont'd)

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

Ampex 600 and Ampex 620 amplifier-speaker, like new, $425 or best offer. Will ship or demonstrate. Arthur Holm, 7417 Greenwood Ave., Baltimore 6, Maryland, NOrthfield 8-0513.

Ampex 350P full track recorder, 100 hours, immaculate. First check for $900 takes. Paul Pavlik, 933 S. 104 St., Milwaukee 14, Wisconsin.

Audio equipment. Ampex 400 less than 50 hours on new head $450. Two Berlant BR-1 $295 each. U.S. Recording Co. 4-channel audio console with power supply muting-relays, 6 remotes $395. All good condition. R. Penn, Communication Department, American University, Washington 16, D.C.

Console-Raytheon RC 11, with power supply, two turntables, speakers and microphones, in perfect condition; all mounted and ready for broadcast use. $900.00 complete, or best offer. Aaron Shepard, 46 Lorna Road, Mattapan 26, Mass., or call GR-9-1482.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Sincere group of young, experienced broadcasters interested in station in market of 30,000 or better. Prefer midwest. Will become part of community. Strictest confidence. Box 405M, BROADCASTING.

Responsible station owner will assume debts and lease with option to buy small station. Prefer southeast. Any size market. Box 434M, BROADCASTING.

Small station. Midwest or northwest in market five to fifty thousand. Have money. Give details. Box 440M, BROADCASTING.

Equipment

Wanted RCA BTL-IB STL or receiver only. Box 411M, BROADCASTING.

Used phasing equipment for 5 kw two tower single pattern antenna array. Includes power division and phasing unit with tower coupling unit, sampling loops and phase monitor. Send specifications. Box 429M, BROADCASTING.

Wanted—transcriptions (or) tape dubbings of the following artists: Walter Preston's Community Singers, Senor Clemente Orchestra, Harry Horlick Orchestra, and many others. Also want Western Electric 9-A transcription group. Box 441M, BROADCASTING.

A 1-kw transmitter, in good condition. KASM, Albany, Minnesota.

INSTRUCTIONS

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 2150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Announcers

WANTED

Crack newscaster for aggressive station in Ohio's third largest market. Must have experience, extraordinary ability, guts and imagination with yen to editorialize. Salary open. Send full information including references and photo with tape (preferably air check) to H. K. Crowl, WAVI, Dayton 8, Ohio. No phone calls or telegrams.

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IF

RCA Service Company
Cherry Hill, Camden 8, N.J.

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output
PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output
PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking
Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH
INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

PERSONNEL SERVICE

FINGER ON THE PULSE
Experienced personnel for radio and television stations for U.S.A. and overseas.
Write, phone or wire
PAUL BARON, Manager Broadcast Dept.
MAUDE LENNOX PERSONNEL SERVICE INC.
(Agency)
Rockefeller Center—630 Fifth Avenue
New York 20, New York
Circle 6-0276
Return postage required with audition tapes.

STATIONS

FOR SALE

Vt.	Single	1kw-D	50M	cash
Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms
And Others				

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

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YOU'D NEVER KNOW HE HAD A CORONARY . . .

Some facts and fallacies about HEART ATTACKS

☑ The chances of surviving a heart attack are now steadily increasing.

TRUE—Not long ago, most people felt that a heart attack or a "coronary" usually meant sudden or early death—or a life of invalidism.

Now we know that most victims of this disease—about 80 percent—recover from their first attack, and many of them recover fully enough to enjoy many useful years.

☑ After recovery, most coronary patients can go back to their work.

TRUE—Recent studies show that the patient who has made a good recovery is not handicapped when he works under proper conditions. Placed in a job which does not unduly tax his heart, and given proper medical supervision, he can engage in daily work without harm. Indeed, most doctors encourage their patients to return to work.

☒ Heart attacks are brought on by strenuous physical activity.

FALSE—Most heart specialists now believe that physical exertion has little, if anything, to do with a coronary attack. In fact, attacks often occur during sleep or rest.

Many factors—including age, sex, occupation and diet—are believed to play a part in the development of coronary disease.

☑ Recovered coronary patients should keep their weight down.

TRUE—Next to good medical care, nothing is more important for people who have had heart disease than to keep their weight at a desirable level.

It is just as much of a burden on the heart to carry around ten pounds of extra and unneeded weight all day as it would be to carry around a ten-pound bundle constantly.

☒ A person who has had one heart attack will certainly have another.

FALSE—The recovered patient should not live in fear that he will have another attack. He may—or he may not.

By sticking to their doctor's recommendations about diet, weight control, work, sleep and rest, more and more patients who have had heart attacks are living comfortably without further trouble.

☑ Medical science is forging new weapons against heart trouble.

TRUE—Greater progress against coronary disease will almost surely come with new methods of prevention and treatment. There is also hope that coronary attacks may be *prevented* by the use of anti-coagulants, or blood-thinning drugs.

Research is also shedding new light on the role of diet, exercise, stress and heredity in relation to coronary attacks.

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OUR RESPECTS TO . . .

Albert Lant Capstaff

At 18, Al Capstaff was understandably disappointed that the depression reduced the number of staff personnel chosen to accompany Adm. Richard E. Byrd's expedition to the South Pole in 1930. Mr. Capstaff's job as combination radio operator-dog sled driver was eliminated, but in subsequent years, particularly as producer of the *Bob Hope Show* (1943-54) the deposed dogsledder hopped to many parts of the world—but never by dog sled.

Today Mr. Capstaff is largely a stay-at-homer, overseeing the programming activities of NBC Radio as vice president in charge of network programs. With benefit of hindsight, he credits his South Pole misadventure with assisting his career in radio ("I really became interested in a broadcasting career after the Byrd assignment went blooey").

Energetic but Calm • Mr. Capstaff is a tall, heavy-set man with balding light brown hair, who speaks softly and exudes a quiet geniality. His colleagues unanimously regard Mr. Capstaff as "a real professional," who rose through the ranks and is versed in all phases of production, including engineering. A casual acquaintance may receive the impression that Mr. Capstaff is a placid individual but his coworkers say this is a faulty evaluation: actually, he is an energetic and quick-thinking man, who rarely is ruffled in times of emergency and perhaps, therefore, projects a picture of diffidence.

Mr. Capstaff's alliance with radio dates back to 1922, when he noticed an early crystal set in a store window. He persuaded his father to buy a set, and two years later, he became, at 12, one of the youngest licensed ham operators in the country (W2CDQ).

Albert Lant Capstaff was born in Barrow-on-Furness, England, on Oct. 10, 1912, and was brought to the U.S. by his parents when he was six months old. The family settled in Ho-ho-kus, N.J., and young Al attended Ridgewood (N.J.) High School and Union College, Schenectady, N.Y., where he studied electrical engineering.

Into Commercial Radio • His early fascination for radio led him to obtain a first class commercial radio license and a job with WODA Paterson, N.J., as a disc jockey-engineer in 1928. When family circumstances forced him to give up college after two years, Mr. Capstaff obtained employment with High Grade Sylvania (now Sylvania Electric Products) in Clifton, N.J., where he helped build transmitters. The following year, in 1934, Mr. Capstaff and Max Weiner (now chief engineer of WNEW New York) built WNEW's original 5 kw transmitter at Secaucus, N.J.

He joined NBC as an engineer in 1935 and remained in that capacity for eight years, headquartering in Hollywood from 1937 and thereafter. In 1943 he accepted an offer from Foote, Cone & Belding, Hollywood to produce *Kay Kyser's College of Musical Knowledge*. The following year he was appointed director of radio-tv production for the agency's Hollywood office.

His most ambitious assignment from 1943-54 was producing the *Bob Hope Show*, with Mr. Capstaff switching from FC&B to Young & Rubicam and BBDO as Mr. Hope changed sponsors. He estimates he travelled more than half a million miles in the 11 years as the program originated in Hawaii, England, France, Germany, Japan, Korea, Guam, Okinawa, and other countries. He numbers many entertainment personalities as friends, including Frank Sinatra, Jack Paar, Jack Benny, Tony Martin, Dinah Shore, Bing Crosby (and, of course, Mr. Hope), since he had worked with many of them on various programs.

A Fling at Ownership • When he decided to leave Bob Hope, to whom he was under contract, in 1954, it was because he wanted to translate into action the ideas he had been developing about radio. He bought a 250-w station, KVAS Astoria, Ore., and initiated what he calls a "razzle-dazzle operation" of music, news and sports. He operated the station with substantial success for six months, he says, but then sold it. Why?

NBC RADIO'S AL CAPSTAFF
He quietly thrives on excitement

"I found it was all too quiet for me," he explains. "And I got tired of a lot of hunting and fishing."

Mr. Capstaff returned to New York and NBC Radio in April 1955 and was assigned to the original staff of the network's *Monitor* programming service as manager of entertainment and talent. The following January he was promoted to executive producer of *Monitor* and last February he was elevated to his present post.

The task of supervising *Monitor's* activities, he says, was "a back-breaking-job, but I enjoyed every minute of it." Colleagues mention that he used to keep two secretaries busy with memos and phone calls linking him to the program's 100 stringers throughout the world. He supervised six production units and a *Monitor* staff of 27 and a *Nightline* staff of 12.

The Nickname • "Through it all," his co-workers add with envy, "Al would get everything done, all the while with one of his king-sized cigars protruding from his mouth." (This habit prompted Bob Hope to call Mr. Capstaff "Fuse Face," and the nickname has stuck.)

Mr. Capstaff has the utmost confidence in network radio as implemented by NBC. He points to such programming ventures as *Monitor* ("we provide 42 hours of programming on the weekend, which has increased business and provided a needed service"), *Star Dust* ("these are glamour segments presenting such personalities as Bob Hope, Marlene Dietrich, Madeleine Carroll, Ernie Kovacs, Fibber McGee and Molly and Archie Gardner") and the *Image* series. He is particularly proud of the latter series, which was initiated earlier this year, and observes: "We are convinced that a meaningful documentary on a significant subject cannot be covered in a half-hour or an hour. Our *Image Russia* series covered 27 hours; our *Image Minorities* broadcasts, now being presented, will run to at least 25 hours. Later this year, we plan *Image American Frontier*."

Mr. Capstaff married the former Margaret Waters of New York City in 1945. They live in Darien, Conn., with their four children (some by previous marriages) — Marnette, 23; Marilou, 20; Judy, 19, and James, 13.

He is a member of the Radio & Television Executives Society, the Lambs Club, and the Darien Country Club. He enjoys skeet and golf.

"Though I still enjoy travelling," he remarks, "the travelling I enjoy most of all these days is on my 34-foot cruiser, *The Caprice*, on Long Island Sound."

EDITORIALS

A winning fight begins

IT is not unrealistic to hope for a major repair job on the political broadcasting law at this session of Congress.

The law will not be repealed, although repeal must be the ultimate objective, but it will be corrected in significant respects—if broadcasters maintain the momentum of their campaign against it.

Last week hearings began before the Communications Subcommittee of the Senate Commerce Committee. Before the hearings end, in another week or two, a mass of persuasive testimony will have been accumulated. On June 29 the Communications Subcommittee of the House Commerce Committee will begin covering the same ground. Never before have two such inviting opportunities been extended to broadcasters.

At both the Senate and House subcommittee hearings, it now appears that the weight of broadcaster testimony will acknowledge the desirability of eventual repeal of Sec. 315 but will favor the immediate adoption of the Hartke Bill which would cure several of the most glaring defects of the law. We questioned the soundness of the tactical decision to fight for the Hartke amendments now and for repeal some time in the future, but it is too late at this stage to reverse that decision. Since the main effort is now committed, it must be pursued along the same line until the Hartke amendments are enacted.

An imposing list of broadcasting representatives is scheduled for the Senate hearings. An equally imposing list must be arranged for the House. Even then, the campaign will not be over. Missionary work must be carried on among all members of both houses to make certain the legislation does not die on the floor.

Federal spectrum authority?

WHATEVER the ultimate result, the two-day panel before the House Commerce Subcommittee on radio spectrum use already has proved of substantial benefit. It underscored the need for full-scale revision of the archaic method of government management of allocations which inevitably has resulted in hoarding of valuable frequencies and inefficient and wasteful use.

The sessions convened by Chairman Oren Harris (D-Ark.) for the first time in memory placed on the public record the government and military views on spectrum use. Heretofore the military has kept its own counsel on allocations made by Presidential decree without regard to the requirements of private users who must look to the FCC. And the military heretofore has maintained secrecy on security grounds.

The need for radical surgery on spectrum management was generally conceded. Several panel members urged creation of a super FCC to coordinate allocations. Spokesmen for broadcasting wanted a prior study of spectrum utilization. These alternatives seem to constitute a distinction without a difference. The important point is the conclusion that some kind of federal spectrum authority should be named, whether it comes before or after a spectrum analysis.

Broadcasters have a big stake in allocations. It wasn't too long ago that the military openly implied that it would need more vhf spectrum space—presumably to be wrested from television and fm. It was only because of constant pressure and publicity (principally in this journal) that Congress two years ago took cognizance of the plight in which broadcasters might find themselves if any vhf or fm space were summarily pre-empted.

In the past few months the crisis seems to have passed, and even the military has publicly stated it has no designs on space occupied by broadcasters. This came only after the White House had taken note of the controversy and the President advocated appointment of a special commission to study spectrum utilization.

Rather than relinquish space, television is in dire need of additional vhf spectrum room so that full, national, competitive service can be provided. Conversations are under way between the FCC and the military authorities, looking toward an exchange of uhf for additional vhf space, but it is yet too early to assess the outcome.

What is of paramount importance is the creation of a permanent authority to govern allocations for government as well as non-government use. The Harris subcommittee panel took a step in that direction.

We still favor a joint Congressional Committee on Spectrum Utilization and Allocation to control policy relating to this great natural resource. Such policy control belongs to Congress. But if Congress, in its wisdom, decides that a Federal Spectrum Authority is the answer, this concededly would be a great forward stride. If this decision is reached it is to be hoped that members of such an agency would be named by the President with the advice and consent of the Senate, to insure against its being stacked in favor of either government or non-government users.

Yankee surge

THE oldest section of the United States is one of the most maligned and least understood. The New England states, all six of them, are constantly portrayed as starving survivors of a once-glorious textile past.

In this issue BROADCASTING presents a 44-page section devoted to the true story of the New England market. It tells what most New England media portrayals ignore—the story of reconstruction based on a 2,500-mile itinerary that covered over 90% of the populace.

New England is living well. It took the recession in stride. Its charts are heading upward—wages, employment, production, sales. The scientific industries are transforming New England into a land ready to take a leading place in the technological and nuclear future.

From time to time, BROADCASTING has conducted depth studies of misunderstood markets, from Georgia across the South and up the West Coast, in an effort to present these markets in proper perspective for those who do business in marketing and advertising. The extensively researched analysis of New England in this issue is offered in the hope it will show the area in its true light.

Drawn for BROADCASTING by Sid Hix

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